

# VOGUE

INCORPORATING VANITY FAIR



★ © THE CONDE NAST PUBLICATIONS, INC.

FASHIONS FOR SUMMER • JUNE 15, 1937 • PRICE 35 CENTS



## WATER'S WET- TOWELS DRY!

How often to yourself you've said, about now in the year, *THIS summer I'm going to take plenty of towels*—and then didn't. . . . Well, *THIS summer, do!*

*Because* you can't have too many, wherever you are and whatever you do, you know that. This is the open season for bathing. Every dip means a dry—every dry takes a towel, a capable towel.

And, because you can find so many nice, new, smart Cannon towels tailor-made to your holiday requirements. . . . Great gay nautical towels, if you please, for seaside-showing. Neat, bright, smart towels for very special guests. Plain, soft, tough utility towels for camp or cottage. . . . Every one of them warranted tip-top Value by the well-known Cannon label.

All this is merely in reminder. . . . Please be reminded, too, that Cannon towels for summer are versatile. They make *very* apt beach wraps, sand rugs, swim-suit bags, sunshades, table and dresser tops and so-and-so and so-and-so.

Better take plenty! Better stock up today! Cannon Mills, Inc., New York City.

. . . .

New Cannon colors include SHADOW-TONES, PASTELS, and DEEPTONES. The styles shown on this page are priced at the stores from about 59c to about \$2. . . . Other Cannon towels from 29c up.

NEW

*Cannon  
Towels*

"CANNON"  
fine quality





JUNE 15, 1937

# BONWIT TELLER

FIFTH AVE. AT FIFTY-SIXTH STREET



ARTHUR O'NEILL

## ACCESSORIES

Big natural straw hat, spice band, 12.50  
High-crown vanilla felt, spice band, 15.50  
Classic panama hat, spice band, 12.50  
Toe-less and heel-less mesh sandals, 13.75

## Vanilla and spice

Newly designed Exclusives in two prophetic colors. Important spice-tan and a cream that's the match of French vanilla ice cream. The fabric—the deliciously textured shantung-weave rayon called Shantweave. Above, the double-breasted button dress. Upper left, the tailor dress with braided pig belt. Below, the saddle-stitched pocket dress. Sizes 14 to 20. TOWN AND COUNTRY SHOP, SECOND FLOOR **39.95**





Swirl upon swirl of FROMM *Pedigreed* Silver Foxes...each skin as deep as a Dumas intrigue...as lovely as moonlight on dark waters! A glamorous wrap that creates enchanted moments and holds the loveliness of its wearer forever in the minds of all who see it. FROMM Bros., Inc., Hamburg, Wis.

FROMM *Bright with Silver* PEDIGREED FOXES

COURTESY REVILLON FRÈRES • FIFTH AVENUE • NEW YORK



KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY  
This medallion is sealed to the nose of every genuine Fromm-Pedigreed Fox. To receive the free pedigree of the Silver Fox you purchase, mail the medallion to Fromm.



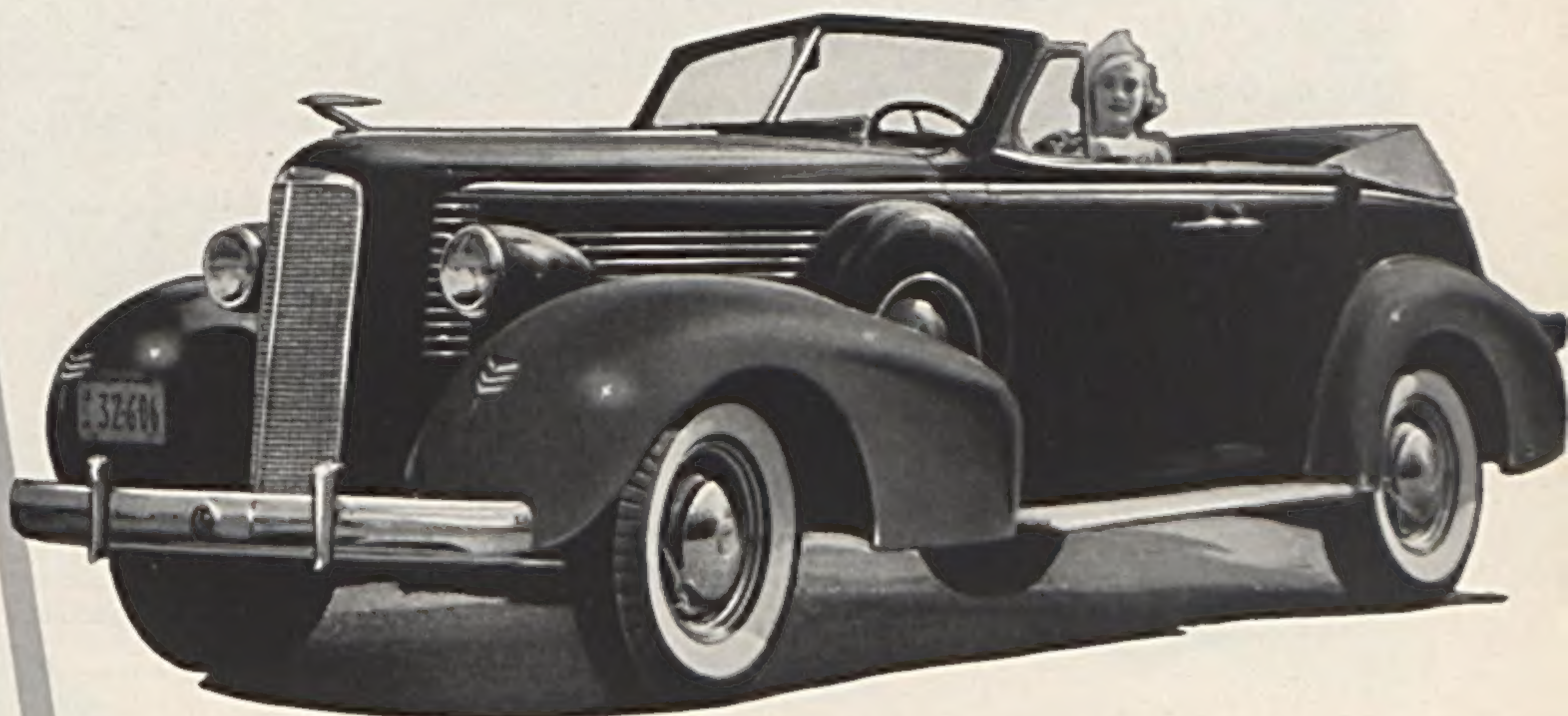


# She looked at La Salle!

Women are telling us, over and over again, that La Salle is the most delightful car to drive in all the world of motordom. And we believe, sincerely, that they are right... The steering wheel responds to the slightest pressure—yet, steering is positive and steady at every speed... The big hydraulic brakes are velvet-smooth in their grip—and the weight of the daintiest foot is enough to bring them into action... The gears shift as if by magic... And, of course, the big Cadillac V-type engine is so quick and effortless in acceleration that it obeys your every inclination... Whether you are driving in the open country—in crowded traffic—or parking at a downtown curb—you may expect from La Salle the easiest and safest motoring it is possible to provide... Why not look at La Salle today?

NEW  
V-8  
CADILLAC  
MOTOR  
\$1095\*  
AND UP

ITS DRIVING EASE MAKES EVERY MILE A DELIGHT



\*Delivered price at Detroit, Michigan, subject to change without notice. Model shown—Five-Passenger Convertible Sedan, \$1620. These prices include all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—Extra. Six-wheel equipment, tire covers and white sidewall tires, as illustrated, additional.



# This Luxable Wardrobe will star



**Wanamaker's Advises Lux** for this dashing swagger coat. Miss Walker finds its waffle piqué smart over daytime dresses — swank for evenings. "You can wash it, of course, but to keep it brand spanking new, use Lux," Wanamaker's warns. (\$10.95)



**Bloomingdale's Recommends Lux.** "This two-piece rayon (above) printed in South American colors is as easy to care for as your stockings, I was told, provided you give it the same Lux care," Miss Walker reports. And what an amazing find at the price! (\$5.95)



**The Cotton Shop specializes** in swank Luxables. "Lux has no harmful alkali as many ordinary soaps have—it's the safest care we know," they say. With its French blue buttons, pleated sleeves, and soft fullness, this liberty sheer is pretty enough for just about every daytime occasion. "This is one of my pets," says Miss Walker. "It's as soft as a pocket handkerchief and as easy to Lux." (\$17.50)



## Two New Evening Dresses at \$19.95 each.

"I chose Best's white waffle piqué (above) because it is beautifully tailored, because it has a jacket with chunky, bright-colored buttons, and because it Luxes beautifully."

"Lord & Taylor's eyelet organdy (right) is my glamour dress. With its jacket and a big hat, it'll be my bridesmaid dress at a garden wedding. And with or without the jacket, it's darling for evening wear." Cared for with Lux, it will flourish all summer long, Lord & Taylor prophesies.





# at Newport and Southampton

*Mary Virginia Walker* says, "With only \$120 to spend, I couldn't manage except for **Lux**"



"Do Insist on Lux for your Zacharee play suits," cautions the Cotton Shop. Zacharees have a skirt, too, that buttons smack down the front... come in ravishing colors. (\$9.95)

"Best's advises Luxing this wrinkle-resistant linen. 'Such a splendid fabric deserves the finest care.' I was told when I selected Best's powder-pink linen with raspberry bows." (\$10.95)

"In planning visits to Newport and Southampton, you want a wardrobe that 'looks like a million' no matter how inexpensive," Miss Walker explains. "With so much to buy and so little to spend, I can't afford cleaning bills. So I stick to Luxables! In that way, I get the most style for the least money and thanks to Lux, there's almost no 'upkeep.'"

THE swank young crowd go to the same smart stores their mothers do, but they make for the budget shops. The superbly styled clothes their hearts crave are all there—hand picked by fashion-conscious staffs, sympathetic with slim purses.

Shrewd young shoppers stick to a color scheme so that accessories can be matched up with different outfits. They stick to Luxables, too. Expensive cleaning would wreck their careful calculations.

"Most of our customers don't need to be cautioned to use Lux," stores tell you. "They're too canny to risk ruining fabrics by using ordinary soaps. We recommend Lux because we *know* it's safe!"

Lux has no harmful alkali as many ordinary soaps often have. Eliminates cake-soap rubbing. Anything safe in water alone is safe in gentle Lux.

**A Lord & Taylor Sports Dress** tailored by Macmullen, the famous shirtmaker. Lux will preserve the bloom and newness. (\$10.95)

**Bloomingdale's Advises Lux** for everything safe in water alone. Miss Walker wears Bloomingdale's sombrero-print cotton coat which does double duty for house and beach wear this summer. (\$7.95)



"We Recommend Lux for Woolens," Wanamaker's says, when showing their white zephyr wool bathing suit with its jersey lining and braided straps. It takes constant Luxing to keep white- or pastel-colored suits looking spick-and-span. (\$3.95)





It's smart to measure yourself for hose, because hose looks smarter when it fits to sleek perfection.

A new chic—a new moulded contour—an alluring, unshadowed texture—a new wearing integrity, even in sheerest cocoon fibre, comes from hose that is based on five measurements.

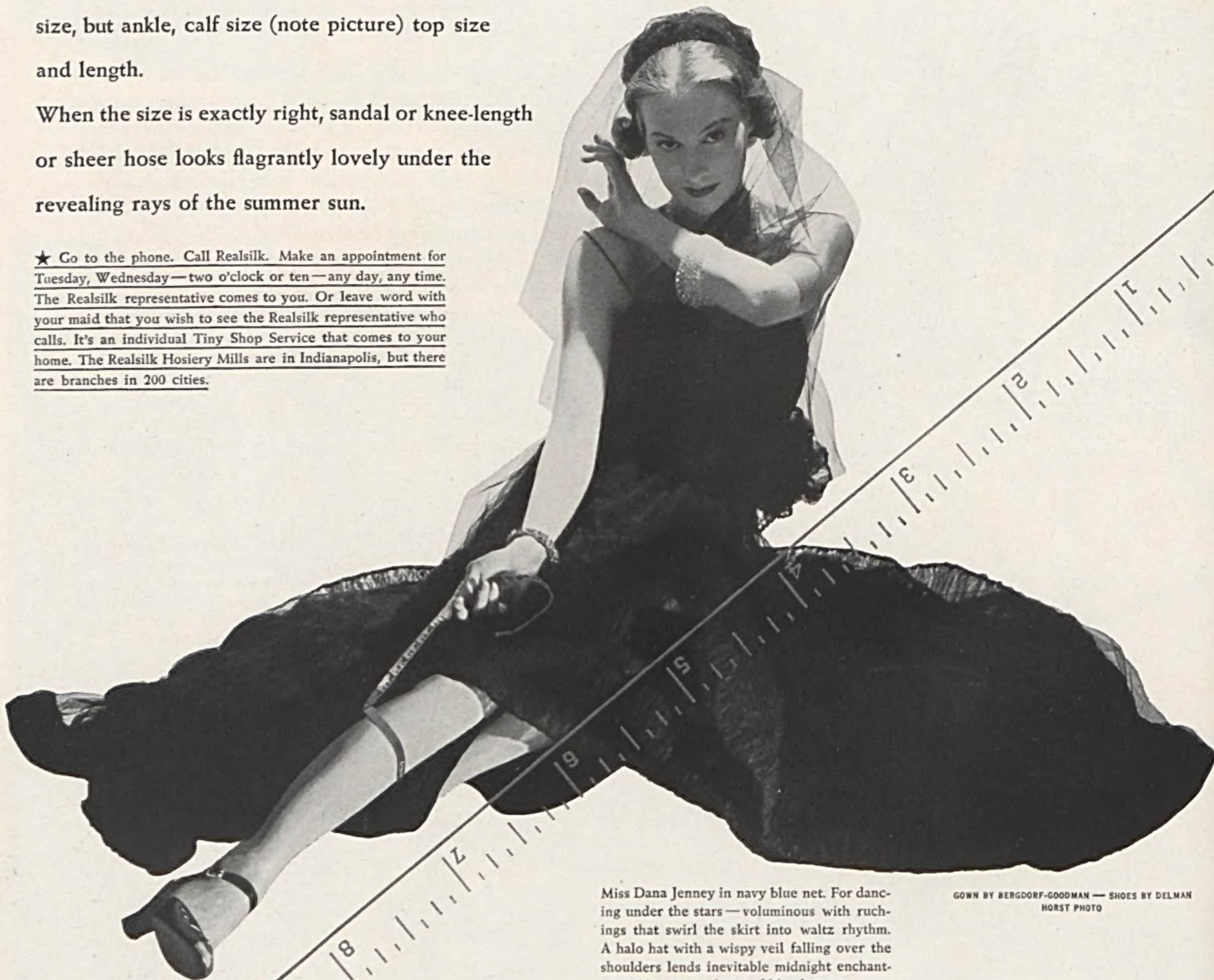
Few beautiful women have the same leg proportions.

That is why Personal Fit asks not only for foot size, but ankle, calf size (note picture) top size and length.

When the size is exactly right, sandal or knee-length or sheer hose looks flagrantly lovely under the revealing rays of the summer sun.

★ Go to the phone. Call Realsilk. Make an appointment for Tuesday, Wednesday—two o'clock or ten—any day, any time. The Realsilk representative comes to you. Or leave word with your maid that you wish to see the Realsilk representative who calls. It's an individual Tiny Shop Service that comes to your home. The Realsilk Hosiery Mills are in Indianapolis, but there are branches in 200 cities.

# EVERY SMART WOMAN THESE DAYS IS MEASURING HERSELF FOR HOSE *IT TAKES ONLY A MINUTE*



Miss Dana Jenney in navy blue net. For dancing under the stars—voluminous with ruchings that swirl the skirt into waltz rhythm. A halo hat with a wispy veil falling over the shoulders lends inevitable midnight enchantment like a misty layer of blue heaven.

GOWN BY BERGDORF-GOODMAN — SHOES BY DELMAN  
HORST PHOTO

REAL SILK *Personal Fit*  
HOSIERY



# From head to toe!

Lovely Cap... Figure Flattering Suit... Smart Sandals... complete a beach ensemble that is striking... and exclusively Kleinert's\*

KREPE RUBBER SUIT ILLUSTRATED NO. 1937  
\* Entirely rubber, of course.



CAPS — Upper — New SAVA-WAVE cap with inner rim feature. All colors.  
Lower — No. 240 — Olympic Driline—All colors. . . .

SANDALS — Right — No. 709—Krepe rubber high heel sandal — wood heel — leading colors. . . . .  
Left—No. 730—Low heel fish net shoe — white only. . . .



**Kleinert's**  
T.M. REG. U.S. PAT. OFF.



# Vogue

## Takes You to



### Summer Parties

The July 1st issue of VOGUE will be your escort. It will take you to smart summer parties and to pleasant vacation spots. You'll meet interesting people, you'll have a grand time seeing how the rest of the country amuses itself, and, incidentally, you'll pick up new ideas for your own summer clothes, parties, and vacation.

"HOT WEATHER HOLIDAYS" is the title of this sprightly issue of Vogue—and it's as good as a holiday in itself. Here are a few of its many features:

#### BEST SELLERS

by Isabel Paterson

#### THE COUNTRY'S COOL SPOTS

illustrated by alajalov

#### GASPÉ PENINSULA

with photographs by Paul Strand

#### SUMMER ENTERTAINING IN AMERICA

#### MODERN CHINA

by Lin Yutang

illustrated by Covarrubias

#### GOYA'S "LITTLE BOY IN RED"

from the Jules Bache collection

#### LUNCHEON IN THE COUNTRY

#### ALL WHITE FASHIONS

#### STUDY IN REJUVENATION

How a famous actress reduced

#### PARIS FASHIONS

8 full pages

#### PLAY CLOTHES FROM CALIFORNIA

#### SUMMER INDOLENCE

#### HOW TO SAVE YOUR FACE (NO. IV)

#### THREE MORE MONTHS OF SUMMER

Finds of the Fortnight

Mark July 1st on your calendar as the day when you'll get your copy of Vogue.

If you're a subscriber, the postman will bring it. If you don't subscribe, then, by all means—

**Reserve July 1 Vogue  
at your newsdealer's now!**

## WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for these booklets. Just send to the companies at the addresses listed below and you'll receive the booklets. They're free unless otherwise indicated

### BEAUTY AND CHARM

**THE QUEST OF THE BEAUTIFUL.** A new up-to-date booklet explains all about Elizabeth Arden's beauty treatments with directions for taking care of your skin at home. Three important steps in the treatment are described: cleansing of the skin, toning it, and soothing it. Special summer preparations are also described. ELIZABETH ARDEN, DEPT. V, 691 FIFTH AVENUE, NEW YORK CITY.

**YOUR LOVELY SKIN** is Dorothy Gray's attractive booklet describing her 1-2-3 Salon facial and make-up. A special skin tone chart will help you select the correct make-up for your skin. Prices included. DOROTHY GRAY, DEPT. V, 683 FIFTH AVENUE, NEW YORK CITY.

**BRITISH BEAUTY LINE.** Yardley's booklet, "Beauty Secrets from Bond Street," describes the refreshing preparations from this famous British line. YARDLEY AND COMPANY, DEPT. V, 620 FIFTH AVENUE, NEW YORK CITY.

**HOW YOU CAN LEARN TO LIVE** charmingly and gayly is Dorothy Draper's new booklet that describes her course. Many illustrations and letters from her pupils make this booklet particularly interesting. DOROTHY DRAPER, DEPT. V, 38 EAST 57 STREET, N. Y. C.

### HOUSEHOLD

**SUMMER SALADS.** You'll find innumerable suggestions for cool summer menus in Heinz's Salad Book! Not only are there recipes for every kind of salad, but sandwich and canapé suggestions are also included. Please send ten cents. H. J. HEINZ COMPANY, DEPT. V, PITTSBURGH, PENNA.

**THE ROMANCE OF NEEDLEPOINT** gives the interesting background for this age-old needlework. An outline of the various needlepoint stitches makes this folder a practical guide for needlepoint work. DRITZ-TRAUM CO., DEPT. V, 11 EAST 26 STREET, NEW YORK CITY.

**PICTURE-MAKING AIDS** describes Eastman's Kodak accessories which enable you to take better pictures and develop and print them better. Prices of the various accessories are included for your convenience. EASTMAN KODAK COMPANY, DEPT. V, ROCHESTER, N. Y.

**LAUNDERING DIRECTIONS**—a series of Ivory Flakes folders give authentic directions for washing silks and synthetics, foundations, lingerie, gloves and stockings. PROCTER & GAMBLE, DEPT. V, CINCINNATI, OHIO.

**THE CARE AND USE OF STERLING SILVER** is an interesting Watson folder that tells you about the workmanship of Watson silver. It tells you how to care for your silver and gives helpful suggestions on the arrangement of your table. WATSON COMPANY SILVER-SMITHS, DEPT. V, ATTLEBORO, MASS.

### WARDROBE

**SACONY SUN AND SURF FASHIONS.** Some of the well-designed Sacony beach fashions are illustrated in a new folder. S. AUGSTEIN & Co., DEPT. V, 1410 BROADWAY, NEW YORK CITY.

**"LASTEX".** An interesting new folder tells you all about this "miracle yarn"—how it's made and how it is being used in men's and women's clothing. "LASTEX," DEPT. A, 1790 BROADWAY, NEW YORK CITY.

**ARNOLD SPORTS SHOES.** A new folder describes these famous English-type sports shoes. M. N. ARNOLD SHOE CO., DEPT. V, So. WEYMOUTH, MASS.

**BRANITH WARDROBE CASE.** Boyle's new folder describes their Branith wardrobe case that holds eighteen dresses. This little folder shows you how to pack your dresses to keep them smooth and wrinkle-free. BOYLE LEATHER GOODS, DEPT. 265, 36 EAST 31 ST., N. Y. C.

**SALUTE TO YOUTH BY JANTZEN.** A new style folder in colour shows the latest Jantzen swim-suit styles. You may have a folder for men's and women's suits. JANTZEN KNITTING MILLS, DEPT. 341, PORTLAND, OREGON.

### TRAVEL

**LANDS OF SUNLIT NIGHTS** is an interesting booklet describing the attractions of the Scandinavian countries. SWEDISH TRAVEL INFORMATION BUREAU, DEPT. V, 551 FIFTH AVENUE, NEW YORK CITY.

**NORTH COAST LIMITED.** Maps, time table and general information for travelers on the Northern Pacific are included in this booklet. Northern Pacific also has a pictorial booklet on the new Red Lodge Gateway to Yellowstone Park. NORTHERN PACIFIC RAILWAY, DEPT. V, ST. PAUL, MINN.

**SARATOGA SPA** offers you a delightful and health-restoring vacation. A booklet describes this famous resort with pictures of the buildings and the surrounding country. SARATOGA SPRINGS, DEPT. V, 551 FIFTH AVENUE, N. Y. C.

**THE AMERICAN TRAVELER IN EUROPE** is an interesting book on independent travel in Europe. Valuable information on reservations, travel funds, and American Express service abroad is included. Suggested itineraries make this booklet doubly valuable. AMERICAN EXPRESS, DEPT. V, 65 BROADWAY, NEW YORK CITY.

**CANADA**—a comprehensive booklet on "Canada—its history, lakes and mountains, hunting and fishing, the national and provincial parks—gives you an idea of the variety of scenery and recreation you can enjoy on a Canadian vacation. CANADIAN TRAVEL BUREAU, DEPT. V, OTTAWA, CANADA.



*It is a thing worth noting about the Buick car that the man who handles it and the man who rides in its deep comfort are alike and equal in their enthusiastic praise of it. The one pays informed tribute to its freedom from mechanical flaw or defect*

*—the other is content to enjoy it as the most satisfying car to own and ride in he has ever known. It is their joint agreement on its greatness that explains why Buicks are today found in such numbers in those places where only the very finest cars are frequently seen.*

*"It's Buick again!"*

*Limited*

one of four great **BUICKS**

THE MODEL SHOWN IS A LIMITED SERIES 90 SIX-PASSENGER FOUR-DOOR SEDAN WITH 130 HORSEPOWER, VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE AND 136 INCH WHEELBASE





**SALUTE**

**to**

*Beauty*

**BY JANTZEN**

Brilliantly designed to enhance the beauty of your figure, the new Jantzens reflect the latest trends in sun and surf fashions. You'll delight in the subtle way a Jantzen makes you look slimmer. Lovely Kava Knit fabrics of luxurious quick-drying wool flatter your figure miraculously with "girdle-fit". Definitely new are the accented brä-lines and youthful uplift is achieved with a *tailored-in elastic Brä-Lift*. Choose your Jantzen at your favorite store or shop and be assured of a perfect, permanent fit. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; London, England; Sydney, Australia.

The "Swing" (left) in tune with the rhythm of Youth! Gay three-color contrast or in solid colors, created of whipcord Kava Knit fabric, \$6.95. The "Uplifter" (right) is a figure-flatterer in striking basket weave Kava Knit fabric, \$5.95. Other Jantzen Creations \$4.50 to \$10.95.

**Jantzen**  
FIGURE-CONTROL SWIMMING SUITS

JANTZEN KNITTING MILLS  
Dept. 342, Portland, Oregon  
Please send me style folder in  
color showing new 1937 models.

WOMEN'S ☐ MEN'S ☐

Name

Street

City



# Cool way to *Sleek Lines*

Summer foundations give you perfect all-over smoothness quickly, easily...when they're closed with—

## The *Talon* REG. U. S. PAT. OFF. Fastener

**I**f it didn't do a thing more than save you the discomfort of tugging and straining, you'd still call the Talon corset fastener a "priceless summer possession."

But the Talon fastener does a great deal more than make dressing easier. It enables you to wear the new, close-fitting dresses with perfect assurance that your corset closure *will not* bulge or show—even through fabrics that aren't much more than a sheer film!

It's so utterly practical, too, to have the Talon fastener on your summer corsets. For here is a fastener that always works perfectly—no matter how often it goes through the laundry!

Style, this summer, calls for careful corseting. Good sense says, "Why not have the convenience and trimness and durability of the Talon slide fastener in the corsets you wear!"

Address all inquiries to Hookless Fastener Co., 71 West 35th Street, New York, N. Y.

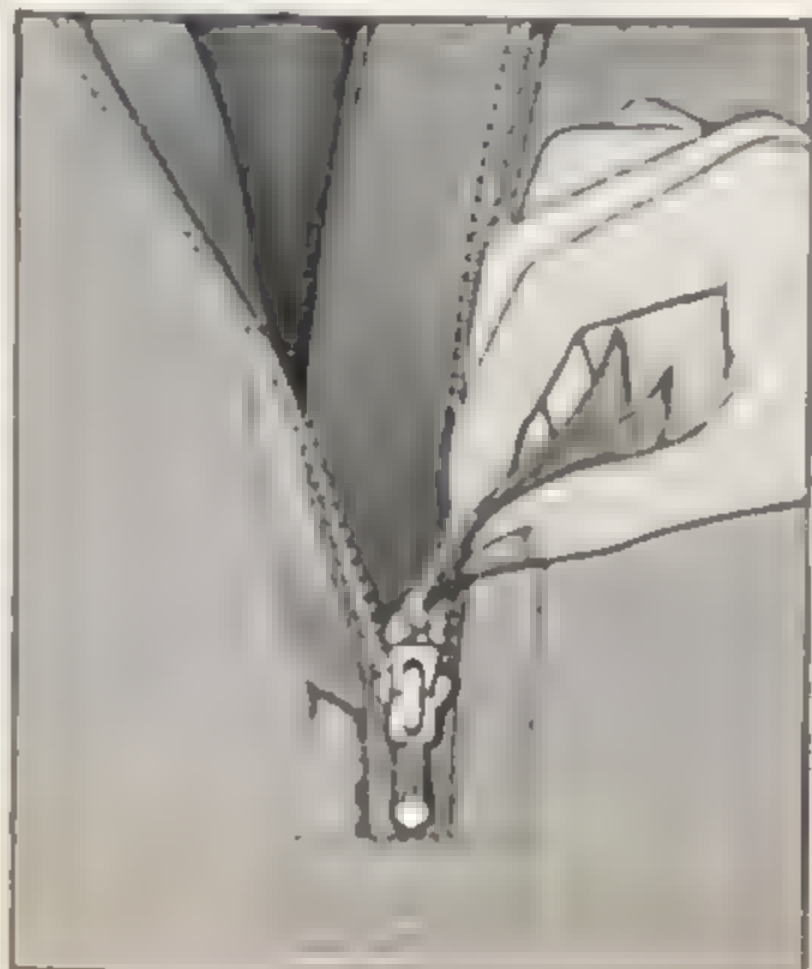
HOOGLSS FASTENER COMPANY  
MEADVILLE, PA.



Keep right with fashion—in the new summer-weight foundations closed with the Talon slide fastener.



TALON fastener is the only slide fastener especially made to meet the severe requirements of foundation garments. It locks securely. It is not harmed by laundering. And it always operates with ease.





## RESTAURANTS—dining

## DIVAN PARISIEN

17 East 45th St.

Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.

Luncheon and Dinner  
Finest vintage wines, and liquors.  
Air Conditioning Vanderbilt 3-7897

## JANE DAVIES'

145 West 55th St.

Luncheon 50c, 60c, 75c Dinner \$1 and 1.25  
Vintage Wines**ALEXANDRA RESTAURANT**—8 East 49th Street. Champagne cocktail dinner \$1.00 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.**CRILLON**, 116 E. 48th St., justly famous for cuisine and cellar. Prix-fixe luncheon and dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar.

## HENRI—"A Bit of Paris in New York"

Finest food prepared in the true French manner. Dinner from \$1.50, 5 to 10 daily, all day Sunday. Also à la carte 40 West 46 Street • Bklyn 9-4310.

**THE BLUE BOWL AT 157 EAST 48th ST.** specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

## KENTUCKY SERVES A MEAL

Featuring Sunday Night Supper

served five until nine P.M.

Elizabeth D. Reynolds, Inc., 15 East 48th St.

**GRIPSHOLM**—324 East 57th Street. The Swedish restaurant featuring Swedish hors d'oeuvres with luncheon and dinner. Luncheon 75c, dinner \$1.25. Cocktail hour. ELdorado 5-8476.**NINETY-NINE PARK AVENUE**. At 40th Street. Intimate and comfortable. Excellent complete luncheon from 55c; dinner from 85c. Featuring special Thursday "Cook's Night Out" dinner.**MIYAKO—JAPANESE CUISINE**. 310 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.**CAFE TROUVILLE**, 112 E. 52nd St.—where you always meet your friends. Lunch. Dinner. Supper with Bunty Pendleton at the piano & Pat Hays & Jimmy Ashley singing their original songs. EL. 5-9234.**THEODORE'S RESTAURANT**, 4 East 56th Street. Plaza 3-6426. One of New York's outstanding restaurants under personal supervision of Theodore Titz. Luncheon, Cocktails & Dinner. Closed Sundays.**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for sea food. Lunch from 65c. Dinner from \$1., à la carte.**ROCKEFELLER PLAZA RESTAURANT**—32 West 50th, Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c), Cocktails, Dinner (from \$1) and Supper. Downstairs—the Old New York Room for Luncheon (from 75c), Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Delicious butter croissants, brioche, home-made cinnamon buns and pies. Breakfast combinations from 25c; Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte.**THE ROGER SMITH**—40 EAST 41ST ST. Our grand food and restful atmosphere are the ideal pick up for shoppers' fatigue. Luncheon (about 50c), Dinner \$1. Gorgeous drinks (double size from 25c).**CAFE CONTINENTAL**, 10 EAST 52nd STREET. Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Music by Adler & Taubman with miniature organ. EL. 5-9144.**GOLDEN HORN**. Armenian—Turkish. Where the connoisseur may find exquisitely prepared & classic dishes of the Orient. Wines & liquors. Luncheon 65c, Dinner \$1.25, 39 W. 51 St., N. Y. EL. 5-8900.

## THE GOTHAM

Fifth Avenue at 55th Street

For luncheon, cocktail hour, dinner, and supper, you will find complete satisfaction of your tastes in one of the Gotham's three famous rooms... When occasion calls for a setting of unusual charm—the Renaissance Room... When you prefer an intimate atmosphere—the quaint Alpine Grill, "Switzerland on the Avenue". For the cocktail hour—the Gold Room cocktail Lounge, favored by smart New Yorkers.

## Restaurant

## LARUE

Presents

## EDDIE DAVIS

AND HIS ORCHESTRA

International Tango Orchestra

Nightly for Dinner and after Theatre

Luncheon served Saturday only

Air Conditioned

45 EAST 58th St. VOLunteer 5-6374



The countryside is full of places cool as moss. There you will find spots that are quiet, soothing and delicious as tender young grass. You will find spots that are gay and joyous, with music ringing out, dancing, entertainment, and a sure sense of summer bubble; and now is the time to investigate all these for yourself.

Here's another thought, however. Perhaps you're even too brutally hot to drive. Get into chifon and go on your way to a roof or a garden. The town is alive with them—places where the food is right, the service prompt, and the waiters watch you and not one another. The mint juleps, of course, are white with ice.

Remember, too, that during the frost of winter, many of the restaurants and hotels have had the foresight not only to install air-conditioning equipment, but also to have these air-conditioning units regulated sufficiently to keep their guests cool, but not frozen. And don't think air-conditioning is confined to indoors alone—you will come across several gardens with "air-conditioned" canopies, cooled by a continuous stream of fresh water.

During these bafflingly hot days, you may have developed a series of strange desires for something different; perhaps you want to avoid the perennial cold Salmon Printanier—perhaps you do not even know what you want, or even what you want to avoid. Perhaps some fascinating name here will catch your eye, and you will be off to find fresh food to wheedle your smothered appetite.

## RESTAURANTS—dining

**HOTEL LAFAYETTE**—9th St. at University Place. Renowned for its French Cuisine and fine wines. Weekday Luncheon \$1.50—Dinner \$2.00—also à la carte. Musical trio at dinner time. Stuyvesant 9-7500.**SAZARAC**—"Old New Orleans in New York". Restaurant, Bar, Cocktail-Lounge. Real Creole Gumbo, original Sazarac Cocktail, Ramos gin fizz. 112 Greenwich St. and 10 West 47 Street.

## CAFE CERUTTI

13 East 60th St.

Luncheon 75c Dinner \$1.25  
Wines and Liquors**THE BEVERLY**, Lexington Ave. at 50th St. Luncheon-Dinner-Supper; Cocktail Hour 5-7; Musical Trio; incomparable cuisine, selected wines & liquors at moderate prices. For reservations, call PL. 3-2700.**PORTOROSE**, 154 W. 13th St. One of New York's best Italian restaurants. Ortolani Birds (in the manner of Lucullus). Shad Roe Portorose—specialties. Wines & Liquors. Luncheon—Dinner. ST. 9-9122.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

## EL CHICO

80 Grove St., N.Y.C.

Greenwich Village. Spanish Restaurant. Dine and Dance in the atmosphere of Old Spain—Spanish Revue. 6 P.M. to 3 A.M. Dinner \$1.50—\$2.00; cover after 9:30—50c nightly. \$1.00 Saturday. Chelsea 2-4645. Listen to N.B.C. every week.

**DIMITRI'S CLUB GAUCHO**—245 Sullivan St. Romantic Latin Atmosphere—Typical Argentine Food and Entertainment—Famous Gaucho Orchestra. Open from 5 P.M. till 4 A.M. STuy. 9-8836.

## VALHALLA

141 West 54th St.

Luncheon 85c Original Swedish Hors d'Oeuvres \$1.50  
Dinner \$1.50  
Entertainment and Dancing until 3 A.M. No Cover.

## OUT-O'-DOORS

## PAVILLON MARGUERY

47th St. &amp; Park Ave.—Wickersham 2-8494

The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Garden newly decorated. Entertainment and daily specialties.

**10 W. 55 FRANCES LYNN 52 E. 52**  
Smart Clientele, deft service, delicious food.  
For "Pennywise New Yorkers"  
Luncheon 50c, 65c Dinner 75c, \$1.**LA CHAUMIÈRE**, 163 E. 58th St. A real French à la Carte Restaurant. "House reserved for those who know how to wait, eat & appreciate". Massé, formerly chef of Inter-allied Club in Paris. EL. 5-9210.**LA CRÉMAILLÈRE**. Restaurant Français. Atop 30 West 59 St. Commands a glorious view of the Park. Afternoon cocktails served in the Garden. Delightfully cool. Open Sundays 1 P.M.-10 P.M. EL. 5-9246.**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "Onion Soup". Plank Steak Dinner \$1.50. Regular French Dinner \$1.00. Luncheon 65c. Enjoy our open air garden. COLUMbus 5-8717.**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Lunches 50c up. Dinners 85c up. Catering. EL. 5-7868.

**CLAREMONT INN & GARDENS**  
124th STREET at RIVERSIDE DRIVE  
NO COVER DINNER \$1.50 NO MINIMUM  
LUNCHEON 1.00 • TEA 50c • SUPPER A LA CARTE  
**JOLLY COBURN and his Orchestra**  
DIRECTION • ARNOLD SCHLEIFER

## OUT-O'-DOORS

**PROMENADE CAFE**. Sunken Plaza, Rockefeller Center. New York's smart outdoor restaurant, at the foot of cool Prometheus Fountain. Dancing nightly until 2 A.M., except Sunday, with William Farmer's Orchestra. Luncheon from \$1.00. Dinner from \$1.50. Cocktails from 35c.**CASTLEHOLM**—Pare Vendome, 344 W. 57th St., Newest Swedish restaurant. Unlimited helpings of Smörgåsbord with epicurean full-course dinner, \$1.25. Luncheon 60c. "A treat to repeat". CL. 7-0873.**MARINE ROOF—HOTEL BOSSERT**  
Brooklyn Heights. Marvelous Harbor View. Bill McCune's Swing Band (broadcasting WOR network). Dancing—Dinner—Supper. Main 4-8100.

## NIGHT CLUBS

**LEON & EDDIE'S**—33 W. 52—We scour the world for delicacies to fill you up but never let you down. Come for dinner and stay all night. Air-conditioned. Lunch—Dinner—Supper—Cocktails.**JIMMY KELLY'S**—"The Montmartre of New York". 181 Sullivan Street. Dinner \$1.25 to \$1.75. 3 shows nightly—9-12-2:30 A.M. Featuring Inga Birg—Interpretive Dancer. ALgonquin 4-1414.

## LOUNGE BAR

**RITZ-CARLTON**, Madison at 46th. The Ritz Bar—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

## WESTCHESTER

**LEIGHTON'S TAVERN**. Saw Mill River Pkwy., Ardsley, N. Y. Indoor & outdoor dining on Woodlands Lake. Dancing nightly except Monday. Min. \$1.00. Saturdays & Holidays \$2.00. Cocktail Lounge.**LAWRENCE FARMS INN**. Mount Kisco, N. Y. (Rt. 117, bet. Chappaqua & Mount Kisco). Management of Mrs. Raymond Shipman, formerly of Pettibone Tavern, Simsbury, and Dublin Inn, Dublin, N. H.**HORSE & HOUND INN**. South Salem, N. Y. On Route 123, between Bedford Village and Ridgfield. An English Inn over 30 years old. Breakfast, Luncheon, Tea & Dinner. Phone South Salem 123.**THE NEW TUMBLE INN**. Albany Post Road, Croton-on-Hudson, N. Y. Rebuilt, completely refurnished, redecorated. Luncheon—Cocktails—Dinner. Music nightly by Bill Smith & his Cornellians.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gourmets, So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.**CANOE PLACE INN & COTTAGES**. Southampton. Tel. Hampton Bays 150. 40 attractive Guest Rooms. "Seafood at its Finest". Famous for Clams à l'Ancienne—Duckling & l'Orange. Mid-day Dinner \$1.50.

## BERKSHIRE FOOTHILLS

**OLD DROVERS INN**. Dover Plains, N. Y. Phone 68. (N. Y. C. phone, Ship Grill, WI. 2-0582.) 80 miles on R. 22 from N. Y. Fully Licensed Taproom, Gift Shop & Tea House. Week-end Guests. O. C. Potter, Mgr.

## CONNECTICUT

**THE WHITE TURKEY INN**—Built 1760. 3 miles north of Danbury, Conn., on Rt. 7. A unique place to dine. Food and drink for the Gourmet. Luncheon & Dinner \$1.00 to \$2.50. Telephone Danbury 1577.**THE TIDE MILL**—On Southport Harbor, feature lobster, seafood Newburgs, clam chowder. Buffet suppers on open porch overlooking Harbor. Meals \$1.00 to \$2.25. Tel. Fairfield 900.

## WASHINGTON

**HARVEY'S FAMOUS RESTAURANT**—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

**NEW YORK'S Smartest ENTERTAINMENT**

LUNCHEON • COCKTAIL HOUR  
DINNER • SUPPER

**Persailles**  
AMERICA'S FINEST CUISINE  
NEW YORK CITY  
101 EAST 50th STREET • ELdorado 5-8078-8080





VOGUE PATTERNS  
7671, 7558

## Pattern Book Answers to Summer Problems

*From the June-July Issue of the  
Vogue Pattern Book*

Prob: To keep cool and crisp through long,  
wearing days in the city.

Ans: "A Warm Day in Town"—de-  
signs. (pp. 26-27)

Prob: To provide a plentiful supply of  
clothes for the shore.

Ans: "Sun, Sea, and Sand"—costumes  
for smart beach wear. (pp. 10-11)

Prob: To make two costumes do the work  
of three or four.

Ans: The Editors of Vogue select 15  
wardrobe groups in artful pat-  
tern combinations. (pp. I-VIII)

Prob: To look both smart and comfortable  
in the country.

Ans: 6 outfits for "A Warm Day in the  
Country" and "Cotton Lineup."  
(pp. 28-29, 42-43)

Prob: To have a variety of evening dresses  
because the same crowd comes to all  
the Club dances.

Ans: "Shades of Night" and "Lines  
to Learn"—8 solutions in all.  
(pp. 24-25, 22-23)

Featured also in this issue: spectator sports  
dresses; a 6-page portfolio of Vogue Couturier  
Designs; perfect ensembles; trouser quartet;  
sheers and semi-sheers; notes on becoming  
colours, fabrics, and trimmings; and Vogue's  
Coat Story—11 designs.

# Solving the Question of Week-end Wardrobes

IT'S ALWAYS a problem to decide what to pack for summer week-ends. You never know whether your hostess will promote golf or tennis or swimming . . . or all three, plus a dinner dance at the club. The only thing to do is be prepared for everything. And there's one smart way to do it.

See the June-July issue of Vogue Pattern Book for a truly failure-proof week-end wardrobe—and one that can be assimilated easily by a single bag and a light leather roll. In no time at all, you can make it, or have it made, exactly to your order.

This, of course, is only one of the grand features of the June-July Pattern Book. It's full of fresh, new designs—planned with Vogue's foresight for all your summer activities. If you like lots of quick changes for this season—clothes that are simple and inexpensive but unmistakable in their chic—this book is your best investment, because all its ideas can be so quickly and simply transformed into reality.

Get your copy of the June-July issue at the news-stand now—or be forehanded and use the coupon below for a subscription to Vogue Pattern Book that will keep your wardrobe smart and up-to-date for a whole year.

## Vogue Pattern Book

35c at your news-dealer's

A YEAR'S SUBSCRIPTION (6 ISSUES) \$1.50

VOGUE PATTERN BOOK, Greenwich, Connecticut

I enclose \$1.50 for which enter my subscription for 1 year.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

V6-15-37





## Four Full Months OF "THE SUPREME TRAVEL EXPERIENCE"

**N**EXT January 8 a limited number of lucky voyagers will sail from New York for "The supreme travel experience"—a cruise of the world in the *Empress of Britain*.

An *Empress* world cruise is many things. It is a leisurely, luxurious holiday—four full months of care-free life on one of the most magnificent ships afloat. It is a Winter-long vacation. And, of course, it's a glorious adven-

ture: the *Empress of Britain* will take you to 108 ports and places, and show you the world abundantly—both on and off the beaten track.

With it all, there'll be no rush or hurry. There'll be time to shop and explore strange cities. And there'll be time to rest and relax—time for parties and sports—time to enjoy to its fullest the smart, leisurely life of the perfect cruise ship.



**A Royal Welcome.** Because the *Empress* is the largest liner to carry the British flag in the Orient, she is received with gala celebration.





**Bedouin Bride, Cairo.** This cruise of 128 days gives you an eight-day visit to the Holy Land and Egypt.

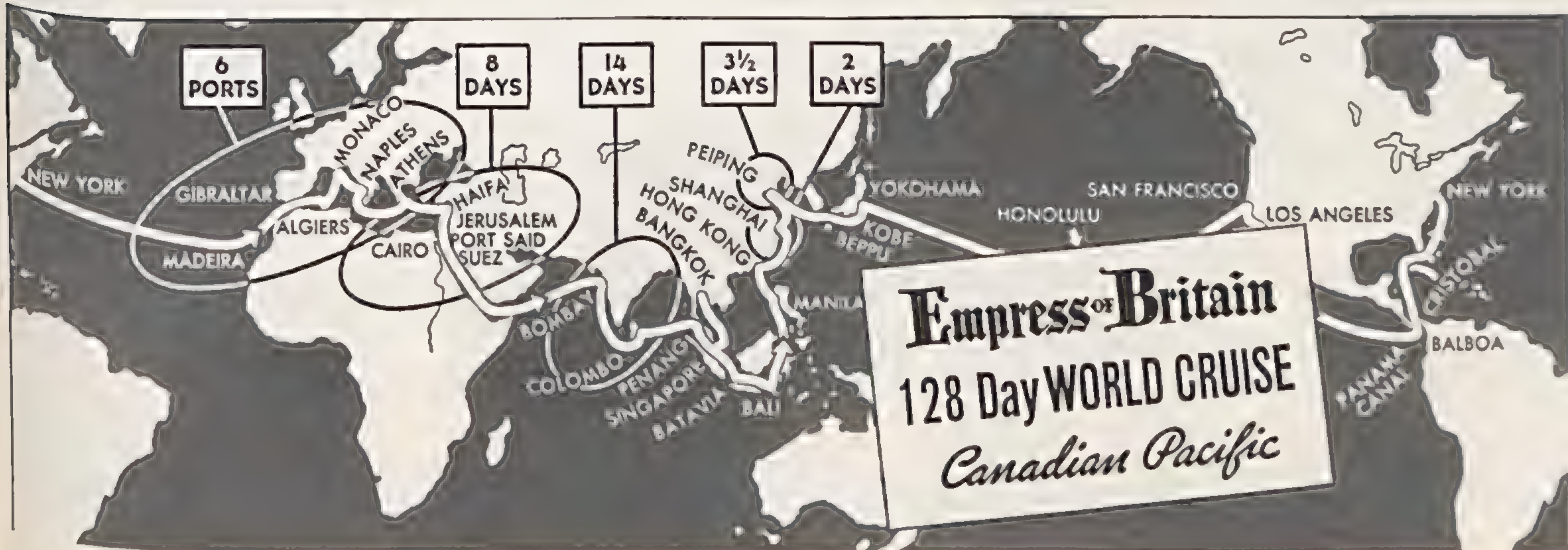


**Temple Dancer, Kandy, Ceylon.** You have 14 days in the India-Ceylon area.

From New York January 8. 128 days. 108 places. 57 days in port

**T**HE *Empress* is positively prodigal in showing her guests the world. Fifty-seven of the hundred and twenty-eight days are spent in port. There is an eight-day trip through the Holy Land and Egypt, a five-day cross-India tour in the *Empress*' own private train, two days in Shanghai, even a three-and-a-half day exploration of old Peiping. There is time to see Algiers and Mona-

co in the Mediterranean—Angkor Wat and Bali in the East. Fares from \$2300 (for 128 days—\$18 per day), including exceptional shore programme. Get itineraries and fare schedules from your own agent or Canadian Pacific: New York, Chicago, Washington, San Francisco, St. Louis, Montreal, and 35 other cities in the United States and Canada.





## CALIFORNIA

## Arrowhead Springs

Arrowhead Springs Hotel. 1800-acre outdoor sport paradise, famed year 'round spa. Radio-active mud baths. 1 1/2 hours from Los Angeles. H. S. Ward, Mgr.

## COLORADO

## Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

## Estes Park

Stanley Hotel. Nestled in the foothills of the Rockies, the vacationist's Paradise. All outdoor sports. Modern. Excellent food and sensible rates.

## CONNECTICUT

## Indian Neck—Branford



THE MONTOWESE

Opening its 72nd season under the Bryan Management. Most delightfully located; extensive grounds, wonderful trees, uninterrupted water view, excellent beach, all kinds of water sports, tennis, dancing, and saddle horses. Just the place for young people and families. Accommodates 250. Write for Booklet V. Make reservations now. Bryan Management.

## New London



THE GRISWOLD HOTEL

And world-famous Shenecossett Country Club. Finest Golf. Ideal location midway between New York and Boston, overlooking Long Island Sound. New outdoor swimming-pool, 400 rooms and baths, ballroom, grill, dancing, yachting, fishing, riding, tennis. Rates from \$3 daily with meals. Opening May 29. Jean G. Venetos, Pres., N. Y. Office, St. Moritz Hotel, Wick. 2-5800.

## Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long, pleasant Summer, May 15th to October 15th.

## MAINE

## Bar Harbor

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

## Belgrade Lakes



THE BELGRADE

Is your hobby Golf, Fishing or the beauties of the great out-doors? We have an interesting Golf Course on our own grounds. This section is famous for all season Black Bass, Salmon, Trout and White Perch Fishing;—there are no disappointments! All Water Sports and Picturesque State Roads in all directions. Select Clientele. Opens June 24. Lawrence B. Hill, Manager.

## Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating, Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

## Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

## Ogunquit

The Lookout. Southern Maine Coast. U. S. #1. Golf, riding, tennis, beaches. Modern, elevator, steam heat. Trio. 200 guests. Am. Plan. \$6-10. H. Merrill.

Sparhawk Hall & Cottages. At salt water's edge. Surf bathing. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

## MAINE

## Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

## Winter Harbor

Grindstone Inn. Overlooking beautiful Frenchman's Bay. Atmosphere of a fine Club. June to September. Moderate rates. Booklet. W. O. Christian, Mgr.

## MASSACHUSETTS

## The Berkshires—Lenox

Curtis Hotel. A resort hotel of brick and stone. American and European Plans. All forms of out-of-door recreation. Elevation 1300 feet.

## Boston

Hotel Puritan. An urban hotel—of distinction and New England good cheer. Ocean-fresh sea foods. 390 Commonwealth Avenue. Rates \$3.50 up.

## Cape Cod—Falmouth

Column Terrace. Charming, quiet, home-like Inn. Delicious meals; comfortable accommodations. Private beach; bathhouses. Fishing, sailing, golf, tennis.

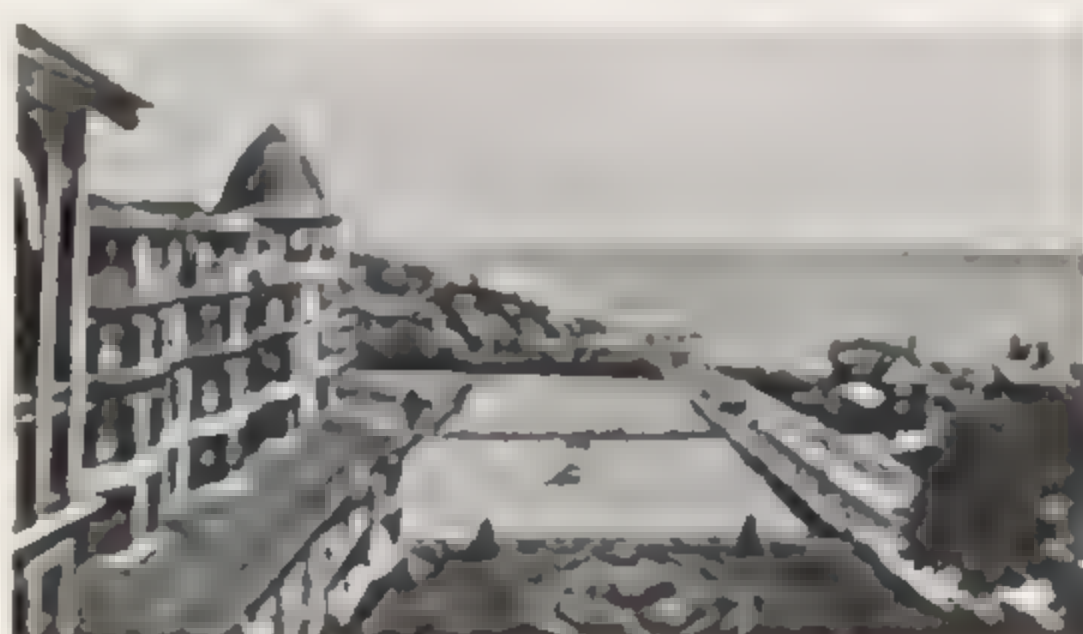
## Cape Cod—Osterville

East Bay Lodge. The family will all enjoy a vacation in the most beautiful section of Cape Cod. Golf, tennis, bathing, boating, fishing, good roads.

## East Gloucester

The Delphine and Cottages. A comfortable, home-like hotel catering to a select clientele. Good home cooking. Moderate rates. Golf, tennis, boating, etc.

## Magnolia



THE OCEANSIDE AND COTTAGES

The coolest, most beautiful spot on the North Atlantic. Where the old-time resort life still maintains in an atmosphere of friendliness and refinement. Private bathing beach. All sports, orchestra, theatre for stage plays and movies. Unsurpassed New England cuisine. 58th season. June 25-September 30. Rates considerate. George C. Krewson, Jr., President.

## Martha's Vineyard—Edgartown

The Harbor View Hotel, as its name implies, where the New York Yacht Club ends its cruise. Send for booklet.

## Nantucket Island—Nantucket

Ships Inn. Built in 1820. Modern annex. Attractive rooms with private bath or running water. Restful atmosphere. American plan. Rates on application.

## Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

## Northampton

Wiggins Old Tavern and Hotel Northampton. An Inn of Colonial Charm. Springfield, Hotel Stonehaven. Glastonbury, Connecticut, Hale House. Excellent food.

## Swampscott

New Ocean House. Where the New England Coast is most picturesque. Private bathing beach. Best clientele. Booklet. Clement Kennedy, President.

## MICHIGAN

## Mackinac Island

Grand Hotel. A quaint, historic retreat, with the world's largest summer hotel offering every diversion and entertainment.

## MISSISSIPPI

## Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## NEVADA

## Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 6225 feet.

## NEW HAMPSHIRE

## Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

## Lake Sunapee

Granliden Hotel. Private beach and golf course, riding stables, all outdoor sports, orchestra. American Plan. \$6.00 up per day. Restricted Clientele.



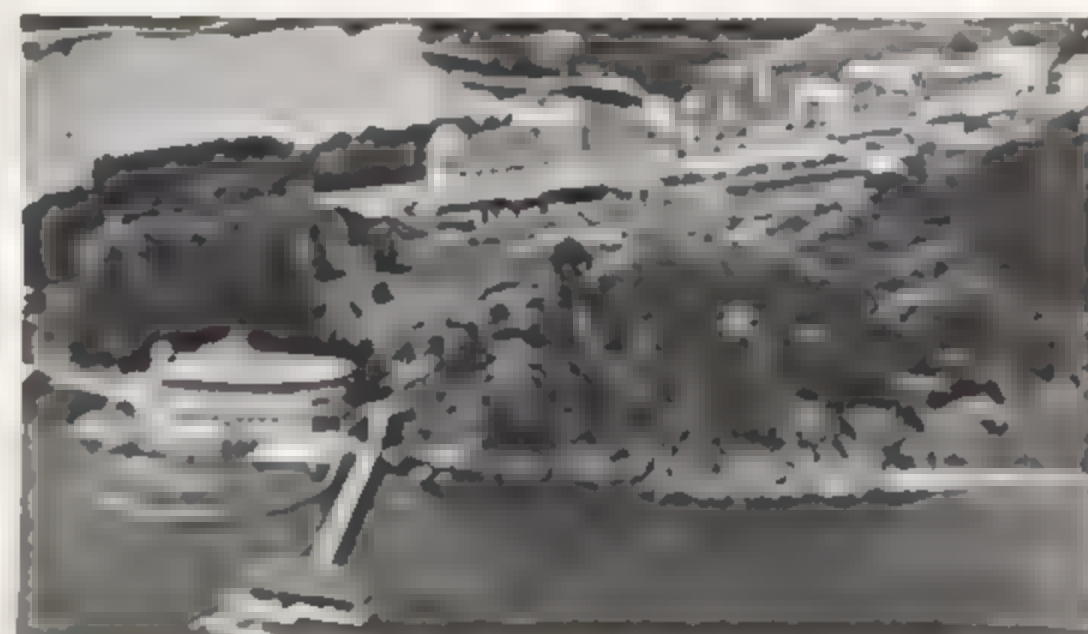
## A DIRECTORY OF FINE

**FOR CONSIDERATE PARENTS.** Riding on a fire engine was one of our strongest childhood desires that never was satisfied—in fact, we think that a fire truck ride is the perennial wish of every child. The glory of this age is that you considerate parents can gratify this wish for your children. All that's necessary is to take them to Atlantic City, New Jersey, for Children's Week.

June 24 through July 1 is the time when Atlantic City extends its hospitality to youngsters of the nation. Fire engine rides are only a small part of the program which will make Atlantic City so attractive to children, and parents, too, during that week. Boys and girls under twelve, accompanied by an adult member of the family and registered at a cooperating hotel, are invited to be the guests of the city. That invitation means that everything is

## NEW HAMPSHIRE

## Portsmouth



THE WENTWORTH BY-THE-SEA

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map. Farragut Hotel, Rye Beach, New Hampshire under same management.

## White Mountains—Bretton Woods



THE MT. WASHINGTON—THE MT. PLEASANT

Two great hotels located in the heart of the White Mountains, occupying the valley of the Presidential Range—an estate of 10,000 acres. Two golf courses free to weekly guests. New outdoor swimming pool. Fishing, riding, tennis. The Mount Pleasant, from \$5 a day—the Mount Washington, from \$8 a day—American plan. Through Pullmans from New York and Boston.

## White Mountains—Crawford Notch



CRAWFORD HOUSE AT CRAWFORD NOTCH

Discriminating people return each summer to the Crawford House at Crawford Notch. Up-to-date rooming space—the best of food—music by Boston Symphony players—Golf—Tennis—Swimming—Riding—Boating—Hiking—no hay fever. Season June 26-Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates—address: Barron Hotel Co., Crawford Notch, N.H.

## NEW HAMPSHIRE

## White Mountains—Franconia

Forest Hills Hotel. 200-acre estate overlooking Franconia Notch. Golf, tennis, riding, fishing, children's playground. Norman Pancoast, Pres. and Mgr. Peckett's-on-Sugar Hill. A resort appealing to discriminating people desiring a cuisine, service and clientele which is internationally renowned.

## White Mountains—Jackson

Eagle Mountain House. Overlooks Wildcat Valley rimmed with mountains. 600-acre estate. Golf, tennis, riding, swimming. Cottages. June 12—Oct. 15.

## White Mountains—Jefferson

The Waumbek Hotel. In the White Mountains. American Plan. 2,000-acre estate. 18-hole golf course. Booklet. Soreno Lund, Jr., Manager.

## White Mountains—Kearsarge

Russells. Long established. Beautiful location. Fine groves. 200 ft. Swimming Pool. Golf, Tennis. Riding, Hiking. Orchestra. June 16—Oct. 18.

## White Mountains—North Woodstock

Hotel Franconia. Mt. climbing, fishing, golf, tennis, pool, no hay fever. Select clientele. Mgr. A. W. Goddard, or N. Y. Office, L. P. Brickett, 535 5th Ave.

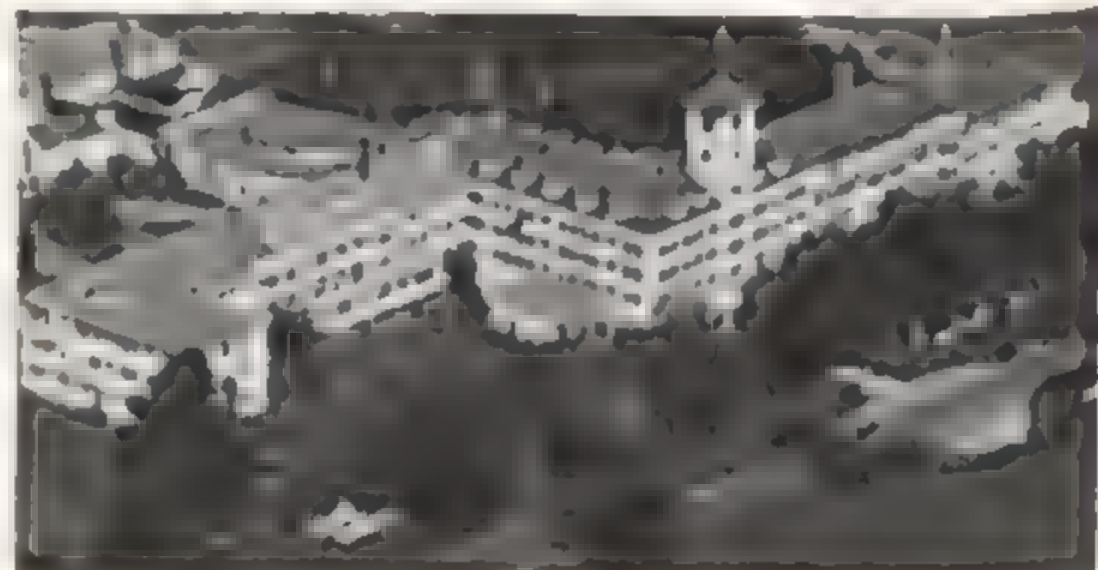
## White Mountains—Sugar Hill

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

## White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

## White Mountains—Whitefield



THE MOUNTAIN VIEW HOUSE

In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son. Season June 19-October 13.

## NEW JERSEY

## Asbury Park

Benjamin Franklin Inn. Come enjoy 50th Anniversary Festivities. Amer. Plan. Delicious meals. Fireproof addition. Selected clientele. Carrie E. Stroud.

## Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

You will find it of advantage to identify yourself as a reader of Vogue, in writing to these advertisers



# TRAVELOG

## HOTELS AND RESORTS

free to the youngsters—hotels, restaurants, piers, rolling chairs, theatres, sailboats, and many other good things.

Among the special events planned for the children are a radio party at municipal station WPG, a drill by the United States Coast Guards, inspection of a streamlined train, games on the beach, and a freckle contest. Come on along, parents—you'll enjoy it as much as the children.

### JUST TO KEEP POSTED:

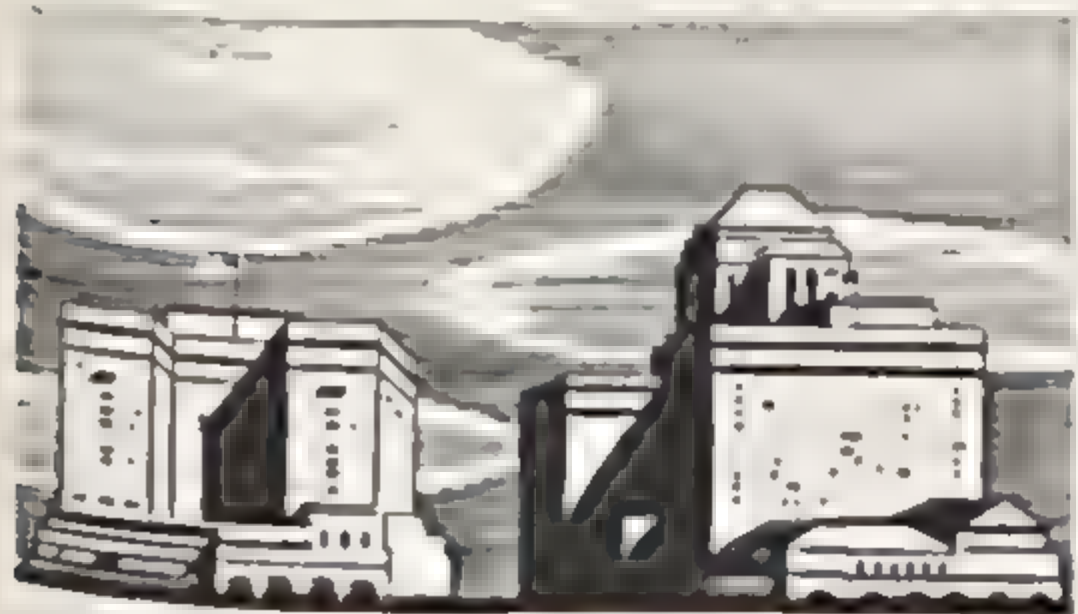
June 17-20—Annual Summer Golf Tournament, Sea Island Golf Club, Sea Island, Georgia.

June 25—69th Annual Yale-Harvard Boat Races on the Thames, New London, Connecticut.

July 1-4—Virginia State Amateur Golf Tournament for Men and Women, Hot Springs, Virginia.

### NEW JERSEY

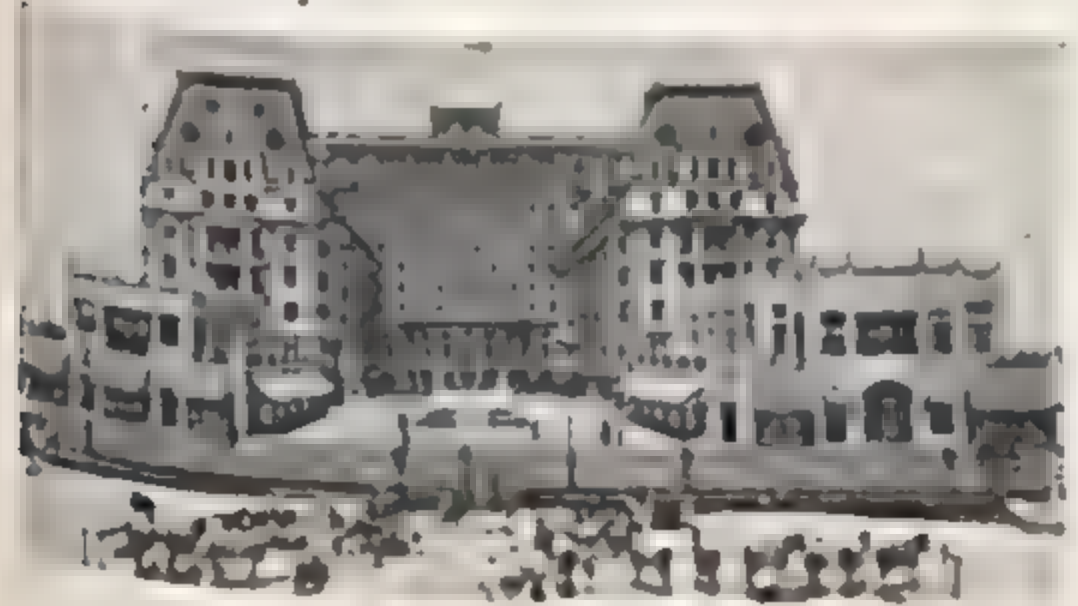
#### Atlantic City



#### CHALFONTE-HADDON HALL

An address of good taste for summer's holiday. Concerts, dances, entertainments, fishing and bicycling parties. Our own cabana colony. The Surf Club Grill, for lunching in your swimming togs. Convenient to golf and tennis clubs. Congenial inducements for rest. Cool lounges. Long Ocean Decks. Health baths. American and European Plans.

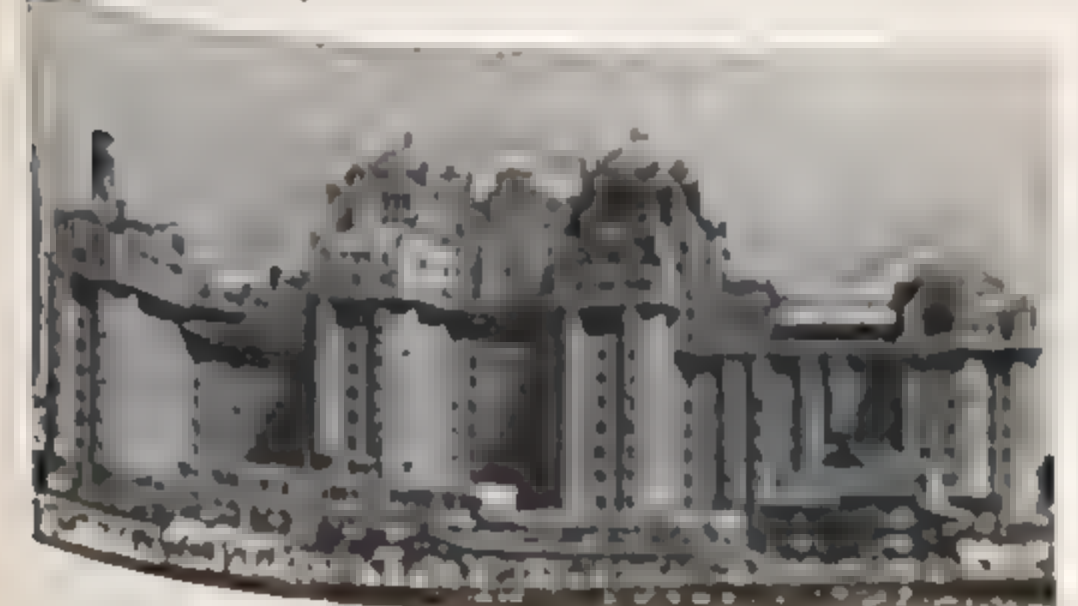
#### Atlantic City



#### HOTEL DENNIS

Reflecting in so many delightful ways the supreme enjoyment of Summer in Atlantic City—a direct Boardwalk location—at the water's edge—an exclusive beach for bathing—sun decks, Garden Terrace—sea water and health baths—tempting cuisine—diet kitchen. Attractive rates, both plans. Send for booklet. Walter J. Buzby, Inc.

#### Atlantic City



#### THE TRAYMORE

You'll find people with a talent for living at the Traymore. It's the "continental air" with a dash of the sea that they especially enjoy. Located on the boardwalk. Large outside sleeping rooms. Sun-washed decks at the Ocean's edge. Delightful cuisine with French and American cooking. Music. Dancing. Cocktail lounges. Golf. Bicycling on the boardwalk. American or European plan.

### NEW JERSEY

#### Sea Girt

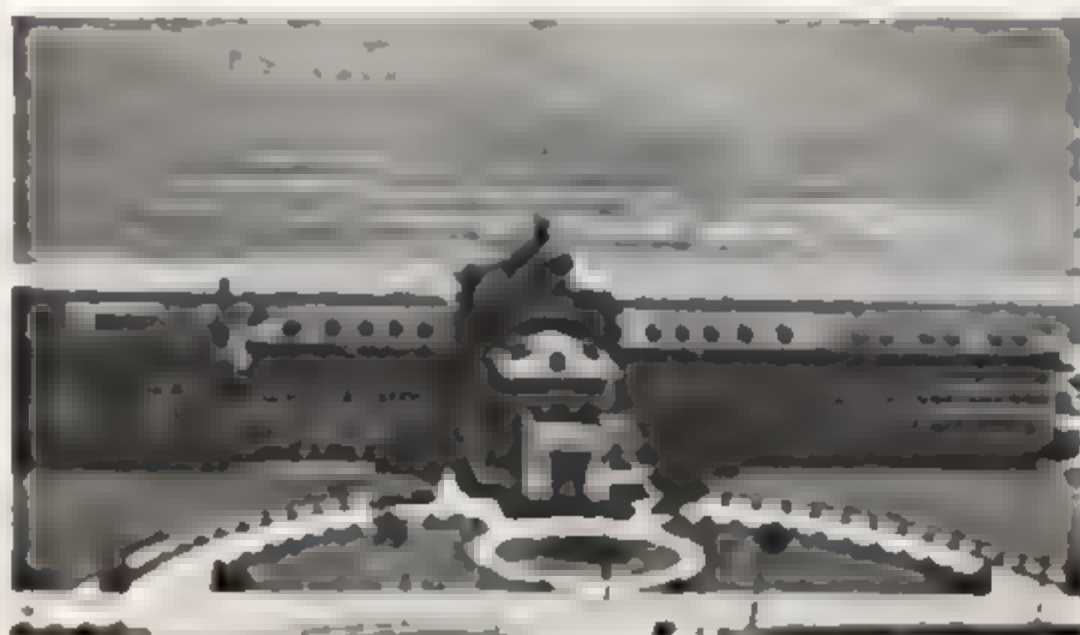
Hotel Stockton. Facing Ocean and 1,000 feet of private beach. No intervening street. Extensive grounds. High grade accommodations. All sports. Booklet.

#### Spring Lake Beach

The Essex and Sussex. A distinctive ocean front summer hotel overlooking private bathing beach—less than two hours from New York. C. S. Krom, Mgr.

Warren Hotel. On Ocean. Resort of highest class. Restricted beaches, selective patronage, 50 miles from New York. Illustrated Booklet. W. B. Stubbs.

#### Spring Lake Beach



#### THE MONMOUTH

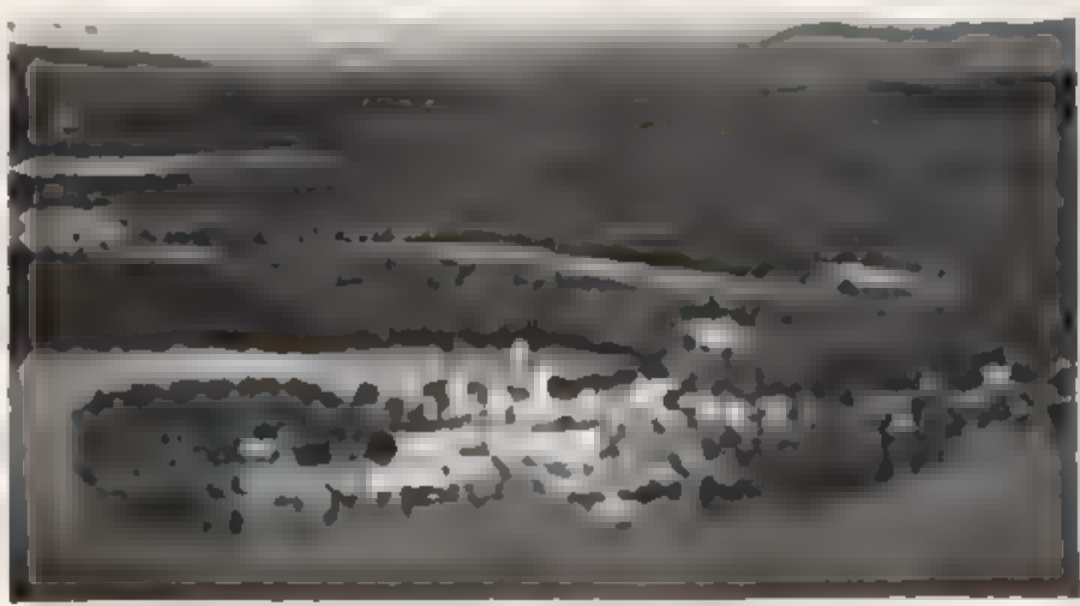
Directly on the ocean. 58 miles from New York. New private beach exclusively for guests. All sports. Game and deep sea fishing. Bar—Grill—Terrace Café—Dancing—Excellent cuisine. Shops—Brokerage office. Restricted clientele. Moderate tariff. Booklet on request. Telephone Spring Lake 330. James J. Farrell, manager.

### NEW YORK

#### Adirondack Mountains—Elizabethtown

Hotel Windsor. Homelike, with a friendly hospitality. Famous for its table. All summer sports. Reasonable rates. Write for booklet. Stella Fay, Mgr.

#### Adirondack Mountains—Saranac Inn



#### SARANAC INN

A magnificent summer hotel on Upper Saranac Lake. Camps completely furnished for housekeeping. Furnished Cottages for rent by week, month or season, serviced by hotel. 18-hole Championship Golf Course. Tennis. Bathing. Sailing. Fishing. Horses. Dancing. Talking Movies. Tap Room. Select clientele. Rates from \$7 including meals. Address: L. A. Slaughter, President.

### NEW YORK

#### Albany

De Witt Clinton. A Knott Hotel. New, well appointed. Faces Capitol Park. Splendid meals; attentive service. Come, we'll make you happy.

#### Berkshire Foothills—Dover Plains

Old Drivers Inn, on Old Chatham-New York Post Road, R. 22. Atmosphere of Early American Tavern. Ship Grill Management. Fully Licensed Taproom.

#### Lake George—Bolton Landing



#### THE SAGAMORE

Directly overlooking beautiful Lake George. Championship golf course and tennis courts, all water sports, and excellent stable. Here are held the Summer Horse Show and Exhibition Tennis matches. Service of Continental Excellence. Every room with private bath. Restricted Clientele. Direction of Karl P. Abbott. N. Y. Office at the Hotel Westbury, 69th & Madison.

#### Lake George—Glenburnie

Glenburnie Inn. Golf, Tennis, Riding, Water Sports. Outdoor Life is popular with young & old & the informal atmosphere delightful. A Treadway Inn.

#### Long Island—Montauk

Montauk Manor. Golf, fishing, tennis, riding, surf and pool. Club privileges to guests. Finest resort life in America. Restricted clientele. Booklet.

#### Long Island—Orient Point

Orient Point Inn. Wholesome informal atmosphere. Private beach. Spacious grounds for children. Excellent food. Water view from every window. Fishing.

#### New York City

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12 up. Daily \$2.50. Bklt. "V".

Beekman Tower (Panhellenic) 49th St., overlooking East River, all outside rooms, walk to Times Square. Radio City, Grand Central. \$2.50 daily. \$12. weekly.

The Buckingham, 101 West 57th St. Luxurious parlor, bedroom, pantry, bath from \$5 a day. 5 minutes to Central Park, Radio City, Times Square.

#### New York City



#### THE SAVOY-PLAZA

A distinguished hotel where hospitality reigns. You appreciate the service, the delicious cuisine, and delightful entertainment. In the heart of New York, with Central Park at its door and the smart shops, theatres and subways nearby. Henry A. Rost, Managing Director. George Suter, Resident Manager. Fifth Avenue, 58th to 59th Sts.

#### Thousand Islands—Alexandria Bay

Thousand Islands Club and Cottages. 1000 acres on Wellesley Island. All popular sports. Airport. Membership privileges extended. High clientele. Bklt.

#### Watkins Glen

Glen Springs Hotel. High above magnificent Finger Lakes. Natural Nautilus Baths. Splendid cuisine. Golf. N. Y. Phone MK. 3-5295. Wm. M. Leffingwell, Pres.

### NORTH CAROLINA

#### Blowing Rock

Mayview Manor. 4,000 ft. high in ever-cool Blue Ridge Mts. World-famed scenery. Golf and all sports. Fireproof. Modern. Open May thru Sept. Folder "C".

### PENNSYLVANIA

#### Eagles Mere

The Crestmont Inn. Superb golf. Seven tennis courts. Ideal boating and bathing. June 15-Sept. 28. Write for Folder. Wm. Woods, Proprietor.

#### Hershey

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

#### Pocono Mountains—Buck Hill Falls

The Inn. Enjoy golf, riding, swimming, tennis, etc. Only 3 hours from N. Y. and Phila. Selected clientele. N. Y. Office, 500 Fifth Ave. Lacka. 4-4212.

### VERMONT

#### Green Mountains

Official. Illustrated vacation book. "Unspoiled Vermont", free. Describes other available State publications. Publicity Service, 20 State House, Montpelier, Vt.

### VERMONT

#### Lake Champlain—Basin Harbor

Basin Harbor Lodge & Cottages. Unique location, golf course, sailboats, tennis, fishing. Abundant table. Children's activities. Moderate rates. Restricted.

#### Lake Champlain—Burlington

Oakledge Manor and Shore Cottages. Select. Informal. Sailing, cruising, swimming, riding, lake and mountain trips. Two golf courses adjacent. Folder.

#### Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths and fireplaces. Baby Oaks, with supervised play. May to Dec. Folders. E. H. Page.

#### Middlebury

Middlebury Inn. Early Amer. Atmosphere. Modern Comforts. Delicious Meals. Old English Coffee Shop. Golf, Tennis, Fishing. Open all year. A Treadway Inn.

#### Mount Mansfield—Stowe

The Lodge at Smugglers' Notch. 1,350 ft. elevation. Select. Informal. Open year 'round. Saddle horses; tennis; mountain trips. Golf nearby. Illustrated folder.

#### Wallingford

True Temper Inn. A truly Colonial Inn with every modern convenience. Quaint furnishings, good food. The charm and friendly service of a Treadway Inn.

### VIRGINIA

#### Old Point Comfort



#### THE CHAMBERLIN

Beautiful year 'round resort hotel reflecting charm of famous old Chamberlin. In heart of Virginia's historic area including Colonial Williamsburg. On direct routes North and South. Right on the water. All sports. Finest cuisine. New management. Experienced staff. Write Sidney Banks, Managing Director.

#### Richmond

The Jefferson. Richmond's most distinctive hotel, recently refurbished. Ideal location. 50 miles from Colonial Williamsburg. Folders. Wm. C. Royer, Mgr.

#### Virginia Beach



#### THE CAVALIER

Two 18-hole golf courses, Har Tru tennis courts, riding, ocean and lake fishing, 65 miles bridle trails, saltwater swimming pool. Enjoy the Cavalier Beach Club's Lido cabanas, surf bathing, dining, dancing. Moderate rates, selected clientele. Ask your travel agent, or N. Y. office, 1 E. 44th St., or address Roland Eaton, Managing Director.

### CANADA

#### Grand Bend, Ontario

Oakwood Inn. On Lake Huron, overlooking sports 18-hole golf course. Wooded park. Sand beach. 120 bungalows. Select clientele. American Plan \$4. and \$5.

### DUDE RANCHES

For you who like the sagebrush and the open spaces.

### COLORADO

#### Parshall

Buckhorn Lodge. Ranch in heart of Rockies on Colo. River. Excellent cuisine. Exclusive clientele. Fishing, riding, outdoor sports. American Plan.

### MONTANA

#### Livingston

Sixty-Three Ranch. Riding, fishing, swimming. Mt. climbing, shooting. Indoor recreation. Ideal family vacation. Moderate rates. Folder. P. E. Christensen.

### VERMONT

#### Averill Lakes

Quimby's Cold Spring Club. Ranch life, forest trails, 5 lakes, trout, salmon. Riding, Tennis. 43rd year. May to November. Booklet. H. A. Quimby.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers



### HOIST THE BLUE PETER

The white-on-blue flag that says: "All come aboard—I am about to sail!"...flying from the foremast of the *Berengaria*. An ancient British symbol, this flag now signifies 'sailing day' throughout all the world.



## Four sailings a week ... to Europe

A familiar sight is the "Blue Peter" at the masthead of a Cunard White Star liner... dominating the piers of New York's North River, standing out above the waterfront of Montreal. For this largest fleet on the Atlantic offers four sailings a week to Europe! Thus the practical advantage of convenience is added to those qualities known as part of the British tradition: confidence inspired by a heritage of seamanship... service perfected in each small detail, through nearly a century.

18 famous Cunard White Star liners offer sailings to fit any itinerary... regular services from New York, Boston, Montreal and Quebec to 11 ports of France, England, Ireland, Scotland... led by the Express Service direct to France! Next sailings of express liners to Cherbourg, Southampton:

*Aquitania* . June 16, 30; July 14; Aug. 4, 18  
*Berengaria* . . June 19; July 3, 21; Aug. 21  
*Queen Mary* . June 23; July 7, 28; Aug. 11

Book through your local travel agent or any office of Cunard White Star... in New York: 25 Broadway and 638 Fifth Avenue.



THE BRITISH TRADITION DISTINGUISHES  
**CUNARD WHITE STAR**

## A Brilliant Background FOR YOUR CANADIAN VACATION

### Manoir Richelieu

One of America's most distinguished hotels provides everything for your pleasure at Murray Bay! Championship golf, salt water pool, archery, tennis, social program. \$8 up per day, room with bath and meals. Opens June 28th.

Apply to John O. Evans, Manager, Murray Bay, Que., or Canada Steamship Lines offices in principal cities, or your Local Travel Agent.

A DIVISION OF CANADA STEAMSHIP LINES

## SWITZERLAND

# Schweizerhof

Lucerne

FOR REFERENCES ASK YOUR FRIENDS

GOLF  
18 HOLES

OWNERSHIP—MANAGEMENT  
FAMILY O. HAUSER

## Reliable School Advice

The surest way to choose a school for your child is to visit as many as you can. Meet the heads and the instructors. Look over equipment. And observe the spirit, the environment and the type of students as closely as you scan the curriculum. If you can't manage such a visit, consult our School Bureau. Our staff makes it a point to get around to all the best schools and study them at first hand. Write us—or better still—come for an interview. We are always interested in your school problems.

VOGUE'S School Bureau  
1928 Graybar Building, New York City





*Why shouldn't it be a Bon Voyage?*

**When The World-wide Travel Authority  
AMERICAN EXPRESS  
TRAVEL SERVICE  
....Plans Your Entire Trip**

**YOU KNOW**...in advance...that everything is in your favor, because the world-wide American Express Travel Service has arranged every detail *before you start!* A spacious cabin on your favorite liner? A railroad connection in India? A hotel in Holland? A sail up the Nile?

Whatever it is *you* wish to do... wherever *you* wish to go... you'll find that the invaluable assistance and advice of American Express brings you complete freedom from worrisome incidentals—travel that is really de luxe.

When the itinerary of your choice is finally approved by you, the efficient machinery of the network of American Express offices goes into action promptly. Cables, telegrams, letters precede you, advising American Express representatives that you are on your way, reserving rail, sea or air transportation... hotel rooms... making arrangements for sightseeing

...before you so much as set foot aboard an outward bound liner!

Abroad you'll be met at the main frontiers by American Express interpreters...assisted through customs...or aided in disembarking at principal piers and depots. You'll use American Express offices as your headquarters... receive your mail there. Before you leave home, even your travel funds will be made secure through the purchase of Travelers Cheques.

And all you need do to assure yourself of this amazingly carefree voyage is to consult an expert of the American Express Travel Service... and let him carry out all the arrangements for your trip. A telephone call, a letter, or a personal visit will insure for you a bon voyage that is—a bon voyage.

**AMERICAN EXPRESS**

*America's Foremost Travel Organization*

Offices in Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Kansas City, Los Angeles, Miami, Milwaukee, Minneapolis, Montreal, Newark, New Orleans, New York, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, San Francisco, Seattle, Toronto and Washington and in principal cities throughout the world.

*Ask your local Travel Agent for American Express Travel Service.*

AMERICAN EXPRESS TRAVELERS CHEQUES ALWAYS PROTECT YOUR FUNDS



# Vogue's address book

## B BAGS

**A. L. WORKMAN**—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearlsrestrung. Rm. 803, 424 Madison Ave., N.Y.

## BEAUTY CULTURE

**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

**EUNICE SKELLY—FACE REJUVENATION!** Visit her Salon of Eternal Youth or write for free brochure—"How To Look Years Younger and More Beautiful as You Grow Older". Suite 865-B, The Park Central, 56th & 7th Ave., N.Y.

**UNUSUALLY HAIR ON FACE OR BODY** removed permanently, safely. Expert electrolysis. Personal, private attention. Exclusive clientele. Free Consultation. Mrs. R. W. Dibble, 5 E. 51 St., N.Y. Wickersham 2-5684

**BEAUTY WITH SAFETY.** Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation. Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N.Y. Plaza 3-7411

**SUPERFLUOUS HAIR**—200 to 600 removed per hour safely, painlessly, permanently, by electrolysis. Adele Mulligan, 19th year at 347 Fifth Avenue (at 34th Street), New York City. Phone Ashland 4-6645. Consultation Free

**SUMMER SHOWS UNWANTED HAIR** more than ever. Quick removal by electrolysis—Fast, safe, permanent. Endorsed by skin specialists. Free consultation. Est. 10 yrs. Mrs. D. Durant, 507 Fifth Ave., N.Y. MU. 2-3314

**STRENGTHEN FACIAL MUSCLES** with Mlle. Reif's famous Muslift, manual method. No surgery, peeling, appliances. Free analysis. Lane Bryant, 1 W. 39th St., N.Y. PE. 6-5080. Mlle. Reif's, 721 Flatbush Ave., Bklyn.

**HELENA RUBINSTEIN'S NEW BOOK.** "This Way to Beauty" is a beauty bible about make-up, diet, exercise, relaxation, etc. Learn how to dramatize your appearance. \$2. Dodge Publishing Co., 116 E. 16th St., N.Y.

## BON VOYAGE BASKETS

**ALICE H. MARKS**—19 East 52nd St., N.Y. For ships, planes, trains and motors. Gay packages, candies, tea baskets and books. To cheer the traveler or comfort the stay-at-home. Telephone Plaza 3-7282—orders promptly filled

## C CAMERAS

**MIDGET MARVEL MINIATURE** Camera. F4.5 Lens. Vario Shutter. Speeds up to 1/100th of second. Takes standard 35 MM film. Price \$21.50. Eveready case \$6.50. Mail orders filled. Willoughby, 110 W. 32d St., New York

## CANADA

**DIAMONDS**—Superb collection at low Canadian prices. Over fifty patterns of fine English diamonds. Finest London leather. Birks-Ellis-China. Limited, Toronto. Henry Birks & Sons, Limited, Montreal, and largest cities

## CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

## CIGARETTES

"CARIOCA RUMS" CIGARETTES: "Tenderable pleasure indefinitely prolonged." Cariora Rum blended with best tobaccos. Cariora 100 cigarettes \$1. Burton-Marshall Corp., English Gables Bldg., Jackson Hts., N.Y.

## CORSETS

**MISS ELEANOR, INC.** Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. Plaza 3-4962

## D DELICACIES

**VENDOME**—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2224

## DOLLS

**FOREIGN FOLK DOLLS**—diminutive, artistic figures, imported from all lands. Exquisitely gowned dolls for our collectors, artists and school children. Send for free Doll Bulletin V. Kimport Dolls, Independence, Missouri

## DRESSMAKING

**MISS VALENTINE—DRESSMAKER.** Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Avenue, New York City. Volunteer 5-4941

## E ENTERTAINMENT

**CORNELIA KANE—ASTROLOGER**—Detailed Natal Horoscopes individually written for \$5.00, including two-year forecast \$10.00. Separate forecast \$5.00. Send date, hour and place of birth. 509 Fifth Ave., N.Y. C.

**HESTER PEABODY... NUMEROLOGIST** solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and \$2. Ask questions. 451 Marlboro Street, Boston, Mass.

## F FURS

**A PLEASANT SURPRISE** is in store for you when you discover how little it costs to have Molot, formerly with Bergdorf Goodman Fur Corp., remodel your fur coat to 1938 lines! Molot, 21 E. 58 St., N.Y. C. Wickersham 2-6261

**A. FISHER—SUPERIOR STORAGE** Service known since 1889 for dependability. Minimum prices. Restyle outmoded coats into new imported models. Expert repairing. Reasonable estimates given. Va. 3-3055, 4 E. 46 St., N.Y.

**RICHARD KOPPEN**, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. Bryant 9-3368

**AUTUMN PREVIEW.** Persian Lamb important for swaggar wear. Choice skins and fine workmanship in custom-made creations by Stofsky. Priced \$495. to \$795. Stofsky Furs, Inc., 424 Madison Ave. (at 49th St.) N.Y. C.

## FURS REMODELED

**NEXT SEASON'S MODE FOR OLD FURS** Give your old fur coat a new lease on life. \$25 for this splendid remodeling service—includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. Lackawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 131 W. 35th St., 7th fl., opp. 35 St. side of Macy's, N.Y.C.

## H HAIRDRESSERS

**J. SCHAEFFER**, New York's custom Permanent Wave Specialist. All methods. Individualized and flattering effects in the latest modes. J. Schaeffer, Inc., 590 Fifth Avenue at 48th St., New York City. Bryant 9-6165

**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone Plaza 3-3900 for appointment

**EMILE Rockefeller Center** Hairdressers, supervision of Emile Your Hairdresser, recognized authority on Permanents and Coloring. Perfect service in restful surroundings. Air conditioned. 30 Rockefeller Plaza, CI. 7-1995

## HAIRDRESSERS—Cont.

**MARIO JEREZ**, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 743 Fifth Ave., New York City (Plaza 3-3777)

"**MARTIN FROM VIENNA**", 7 East 46th St., West of the Ritz. Smart permanent waves \$10 complete. Also a \$10 monthly service consisting of cut, shampoo, finger wave, manicure and brows, once weekly. Tel. Plaza 3-6262

**IVAN—SUPERB CUSTOM PERMANENT** Waves. All methods—all one price \$10. Bleached hair successfully waved by our exclusive method which prevents breaking the hair. Booklet. Ivan, 714-5th Ave., Circle 7-7455

**WERNER** designs original coiffures to suit your personality. High style or conservative. Undine Zotos, electric permanents by experts. Corrective hair and scalp treatments. Werner's, 379 Fifth Ave. (bet. 35th & 36th). Ashland 4-1353

**CEIL ET PAUL**, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-7383

**KINKY OR FRIZZY HAIR** straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free. 683 Fifth Ave., New York. WI. 2-5212

**FRED KELLNER**—Permanent Specialist. Our individual service renders your coiffure both flattering to you & true to the modern trend. Consult our experts for transformation needs. Write 849 Mad. Ave., N.Y. BU. 8-5015

**BEAUTY MART**—35 West 46th Street, just off 5th Avenue. Smartest Machineless Permanents. \$10.00 and up. Zotos and Jamal. Specialists in Inecto, Marinello facials and hair styling. Telephone MEdallion 3-5744

## HAIR COLORING

**HAIR COLORING DONE SCIENTIFICALLY** on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone Plaza 3-0591

**FRANÇOIS HAIR COLORING SPECIALIST** will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th St., N.Y. C.

## HAIR GOODS

**MANUEL TRANSFORMATIONS**—Designer and Manufacturer. Paris and New York Establishments specializing exclusively in Hair Goods. Costs no more to buy from a Specialist. Mail orders, Bklt. Manuel, 485 Madison Ave.

## HOSIERY

**THE MIDTOWN SHOP**, 427 Madison Ave. Genuine crêpe hose, 2 or 3 thread, triple heel—\$1 and \$1.35. 2 pairs free with every dozen purchased. Consult our specialists for Mlady's intimate apparel. Telephone ELdorado 5-9030

## K KNITS & YARNS

**SPECIAL**—We Will Furnish the Yarn of your choice and knit you a skirt for \$5.00. Quality and fit guaranteed. Request Yarn sample card. The Elmore Corporation, Desk 9, Spindale, North Carolina

**SPECIALISTS—In Hand Knitting Problems.** Mail us your knitting. We expertly finish it for you—Block, Resize, Alter & Dye. Suits ready made and to order. Field & Co., 425 Madison Ave., N.Y. 2nd floor. Phone EL. 5-7902

## M MENDING-REPAIRING

**INVISIBLE REWEAVING**—Moth Holes, Tears, Burns in Garments, Shine Permanently removed. Reliable service. Lowest Prices. Birnkant Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N.Y. City. Tel. Chelsea 3-2624

**DAMAGES** in any fabric reweven like new—linens, silks & laces a specialty. Hosiery repaired. Catering to finest shops & people. P. P. Service. Write for circular. French American Re-Weaving Co., 102 W. 55th St., N.Y.

## MILLINERY

**HATS REMODELED** by Miss Esse. Yesterday's hat redesigned into today's mode. Smart new hats to order. Dresses made, remodeled and ready-to-wear. by Edna Morgan. Mail orders. Modest prices. 25 West 58, N.Y. PL. 3-4854

## MOURNING APPAREL

**ARTHUR MULLEN**, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

## N NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 17 Chestnut St., So. Norwalk, Conn. or 6203 So. Gramercy Place, Los Angeles, Cal.

## NEEDLEPOINT TAPESTRIES

**RARE AUTHENTIC PERIOD DESIGNS** for table tops—chairs—rugs—panels—handbags, etc., made ready to embroider—painted or undelaid. Restoring—mounting—stretching. Lucie Newman, 683 Madison Ave., N.Y. C. RE. 4-0412

## P PERFUMES

**GARDEN FRAGRANCE**—New choice exclusive flower perfumes. Eleven odours including Black Locust, Daffodil, unsurpassable Russian Violet. Write for Booklet. Evelyn Crosby Grullemans, Wayside House, Palmsville, Ohio

## PERSONAL SERVICE

**ARE YOU WARDROBE WEARY?** Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELdorado 5-1344. Hours from 12 to 6:30

## S SCALP TREATMENTS

**SCALP TREATMENTS** correct dandruff, thinning, falling hair. Reconditioning before and after permanents. Dyed or bleached hair treated. Acne cleared. Electrolysis expert. Melba Redden, 1 E. 53, N.Y. PL. 3-4640

## SHOES

**SHOECRAFT**: Specialists in fitting the narrow foot and heel. All sizes to 12. AAAAA to C. Send for booklet VC, showing smart new models, prepared to assist you in ordering by mail. Charge accounts. 714-5th Ave., New York

**RED CROSS SHOES** by ARTHUR KENT: Specializing exclusively in these famous shoes. Sizes to 11, AAAAA to EEE. Perfect fit by mail or in person. Send for style book. Arthur Kent, Inc., 534 Madison Ave. & 21 W. 39 St., N.Y.

## SHOE REMODELING

**THE SHOE DOCTOR**—10 years' experience in shoe surgery. Lengthening, widening, restyling, rebuilding, redyeing, etc. Workmanship guaranteed. Mail orders promptly serviced. T. O. Dey, 509 5th Ave., N.Y. MU. 2-4790

## SHOPPING COMMISSIONS

**EDITH V. STOVEL, INC.** Shops for Value, not "bargains". The better shops at your doorstep. Prompt experienced service. No extra cost. New York and World-wide clientele. 366-5th Ave., N.Y. Wisconsin 7-3283. Cable Edvalisto

**MRS. SARAH BOOTH DARLING**, Purchasing Agent. Accompanies out-of-town patrons, and also shops for you. No charge for services. Shoppers' Magazine sent free. 23 West 85th Street, New York City. Trafalgar 7-6450

**AUDREY T. McALLISTER** offers her experience and service to you gratis: will gladly shop for you or with you in the best New York shops. 551 Fifth Avenue, New York City. Telephone Murray Hill 2-8179

**GEORGETTE DUNBAR EVANS** keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for description of service. 522 Fifth Avenue, New York City. Tel. Murray Hill 3-1193

**NEW YORK SHOPS BROUGHT TO YOU.** Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone Pennsylvania 6-6862



### SWIMMING

**MARY BEATON**, Hotel Barbizon, 140 East 63rd St. Reasonable rates. Swimming pool, ultra-violet ray filtered water; individual scientific instruction—swimming, diving, muscle toning exercises; massage. RHin. 4-9418

### TAILORS

**J. TUZZOLI** makes a Suit, Coat or Gown for \$65 which cannot be duplicated for less than \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N. Y. WI. 2-2459

**ANDRE BALOD—TAILOR**—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179

**P. BASILE & SON** creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; Spring fashions. Modest prices; remodeling. 17 East 53rd St. Vol. 5-7584

### TROUSSEAUX

**THE PURPLE BOX**—26 E. 55th St., N.Y.C. Handmade underwear. New French models, unusual in fabric and detail. Imported linens. Negligees. Travelling accessories. Monogramming. Complete trousseaux. Prices reasonable

### WEARING APPAREL BOUGHT

**MME. NAFTAL** will purchase at highest valuation mistle or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estimates appraised. Write or call 69 W. 45th St., N. Y. Bryant 9-6269, 6268. Est. 44 Yrs.

**CALL BRYANT 9-1376 MME. FURMAN** We pay highest cash prices for slightly used furs, gowns, wraps, fur coats, silver, china, bric-a-brac, furniture, and works of art. 105 West 48th St., N. Y. C. Tel. Br. 9-1376

**PUBLIC NOTICE:** Helene—Come home and all will be forgiven. Have just discovered Vogue's Address Book—and it's brim-full of bright ideas to make quick work of your shopping. So please hurry back! Love, John.

### WEDDING STATIONERY

**ENGRAVED WEDDING** Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

**WEDDING INVITATIONS—Announcements.** Exquisitely engraved. Service planned to manifest the good taste of our customers. Discreetly eliminating comparison invited. Samples mailed. Harcourt & Co., Louisville, Kentucky

### WEIGHT REDUCING

**MARGARET DEUSTER**, 75 E. 55 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Amazing results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL 5-8113

**REDUCING—Toning exercises.** Electrical apparatus, cabinets, Swedish massage, lamps, swimming. Colonic irrigation (doctor's supervision). 9 to 9. Ladies Athletic Club, Park Central Hotel, 56th St.—7 Ave., N.Y. CI. 7-5269

**HEALTH ROOF CLUB** individually directed exercise, game courts, full body Swedish massage, steam bath, electric cabinet, individual needle showers. Infra-Red and Violet Ray indoor sun. WI. 2-8100. 480 Lexington Ave.

**MANYA KAHN STUDIO** Weight Reduction. Body Building. Scientific—Sensible Method. Trial treatment (\$3) convinces how easily your figure can be re-shaped to normal, graceful proportions. 53 W. 57 St. Plaza 3-7623

*First spend a minute or two with Vogue's address book... then spend each dollar wisely and well.*



Pack up and go... Ivory-Washable... by land, by sea, by air in "Happy Days," a pajama and lounge coat of Truhu Crepe. To keep it always bright, tuck in a box of Ivory Flakes to cheer its color. Choose pure, gentle Ivory Flakes as a happy traveling companion. Use it for all your nicest things. Print or plain in navy, wine or white... 12.95 each

### STREAMLINED for STYLE

\$18.95



### Royal Blue

Can you take it? Yes! And when you or live, it won't have a wrinkle—your party dress, if you travel with this wardrobe case. It's light, roomy and stylish.

\$9.95



### SKI-LITE

Light as a feather—sturdy as an oak—this "weekend" makes every inch of packable space count. Comes in 18", 21" and 24" sizes.

On Sale at Better Dealers

This Is A CROWN Year



Any one of these delightful Inns assures a Vacation filled with happy hours... the diversified recreation of a superior resort hotel, quiet, restful surroundings, thoroughly comfortable beds, delicious, better-than-home cooked food, and the royal privilege of doing as you please are yours, whether your stay is long or short.

Friendly Service and a Charming Atmosphere of Gracious Living are a part of each of these distinctive Inns.

For descriptive booklet of 21 Inns enter: Dept. B, L. G. Treadway Service, New York City

In New England, New York, Pennsylvania, Tennessee and Michigan stop

L. G. Treadway Service Dept. B 367 Park Ave., New York City

Please send me booklet describing your 21 Inns.

Name \_\_\_\_\_



Vogue will be very glad to aid you by answering any inquiry concerning schools and camps. Miss Marian Courtney, Director

# SCHOOLS AND CAMPS

Telephone Miss Courtney at MOhawk 4-7500 or write Vogue's School Bureau at 420 Lexington Ave., N. Y.

## Boys' & Girls' Camps

### ALOHA CAMPS

33rd SEASON FAIRLEE, VERMONT  
Aloha Camp for girls 12-18  
Aloha Hive for girls 6-12  
Camp Lanakila for boys 6-14 (3 groups)  
Mrs. E. L. GULICK, 8 Perrin Rd., BROOKLINE, MASS.

### WOODLAND

Londonderry, Vt. Christian Girls 6-19. Alt. 1700 ft. All sports. Varied program. Comfortable equipment. Riding. Physician. \$17.50 Wk. Catalog. Mrs. HERBERT D. LORENZ, BOX 424, BENNINGTON, Vt. Camp Kaaterskill for Boys, Pownal, Vt., affiliated.

### AT THE RED COTTAGE

More sun, fun and sturdiness on Grove Beach. Safety, happiness, home comforts for children 3 to 10. Small group. Home supervision. Registered nurse. Send for booklet. CATHERINE M. HOOD, CLINTON, CONN.

### CAMP CHENANGO

Boys 6-16. On Deerslayer's Glimmerglass (Otsego Lake), Cooperstown, N. Y. 24th year. Experienced leaders—doctor, swimming, sailing, all sports. Art and crafts, farming. Fee incl. riding. Booklet. E. LYNN FISHER, 20 N. TERRACE, MAPLEWOOD, N. J.

### GRAHAM-ECKES

#### ACTIVITY SCHOOL

Riding, swimming, tennis, archery, golf, art, drama, music, academic work, French. Alt. 2,000 ft. Mean temperature, 71°. Enrollment by term or week. THE GREENBRIER, WHITE SULPHUR SPRINGS, W. VA.

## Foreign Camps

### MACJANNET SUMMER CAMPS

Lake Annecy, French Alps. Founded 1924. American organization, ideals. Campers from many nations. Separate age groups. Girls-Boys 5 to 17. Booklet. MACJANNET COUNTRY SCHOOL OF PARIS ST. CLOUD, FRANCE

## Travel Abroad

### TRAVEL STUDY YEAR ABROAD

November-May, 1937-1938. For small group of girls after boarding-school or Junior College. Residence in Paris, Florence, Rome, Vienna, Munich, London. Alpine winter sports. Eighth Season. ALICE F. DAY, 21 DOWNING ST., WORCESTER, MASS.

### SUMMER VACATION GROUP

Will tour the fascinating historical cities and colorful resorts of France, Italy, Switzerland, Germany, Holland and England. Sailing July 7, returning to New York Sept. 6. Directed and accompanied by: MISS CAROL LONG, 175 FIFTH AVE., NEW YORK.

## Foreign Schools

### COURS MAINTENON

French school for girls on delightful Riviera. Home and French atmosphere. General courses. Col. Prep. Art. Music. Dramatics. Sports. Travels. Special summer session. Swimming. Riding. Inclusive charges. MME. PALET, COURS MAINTENON, CANNES, FRANCE.

### BRILLANTMONT

Institution Heubl Lausanne, Switzerland  
For girls from 12-20. Chateau. College Board preparation and general courses. Villa: Complete course in Home Economics. Languages, music, art. Sports. Mrs. A. V. HAWKINS, STOSSET, L. L., N. Y.

### GOBERT COLLEGE

Mexico City, Mex. Unusual opportunities for American girls. Languages, the arts, archaeology, etc. Flexible courses. Dr. A. C. Gobert, L.L.D., Pres. (formerly on Bryn Mawr & Sarah Lawrence faculties). Catalog. SEC'T, 189-D, WAVERLY PL., N. Y. C.

### IN BERMUDA

#### SALTUS GRAMMAR SCHOOL

English Day and Boarding for boys. Full charge taken. Prospectus from Headmaster, R. E. E. Booker, M.A. (Oxon). M.R.S.T. Interviews may be arranged in New York July to September.

## Women's College

### MARYMOUNT COLLEGE

Accredited. Resident and non-resident. Confers B.A., B.S. Degrees. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics. Branches—Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

## Boys' Schools

### ST. JOHN'S

Real achievement in preparing for college or business. Military training. Supervised study. Beautiful location, 30 miles from New York City. Gymnasium, pool. All sports. 95th year. Junior school. Catalog. WM. A. RANNEY, OSSINING-ON-HUDSON, N. Y.

### ROXBURY

A modern preparatory school for 150 boys. Successful college preparation. Small classes. Progressive outlook. Flexible curriculum. Separate Junior School. 100 acres. All usual sports. Catalog. HEADMASTER: A. V. SHERIFF, CHESHIRE, CONNECTICUT

### REDDING RIDGE

Opening in September at Redding Ridge, Conn. Thoroughly modernized curriculum for boys 12-18; college preparation. Small classes; broad program. Write for literature on Redding Ridge Plan. KENNETH V. BONNER, HEADMASTER, 39 E. 78TH ST., N. Y.

### WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

### VALLEY FORGE

#### MILITARY ACADEMY

Accredited preparatory school for boys 12 to 20 in historic location. New modern buildings. Sports. Infantry. Cavalry. Band. For catalog, - address Box H, WAYNE, PA.

## Girls' Schools

### ROBERTS-BEACH SCHOOL

College preparatory school near Baltimore and Washington. Small classes, high scholastic standing. Separate house for younger girls. Music. Art. Riding. LUCY GEORGE ROBERTS, PH.D., AND SARAH M. BEACH, PH.D., BOX V, CATONSVILLE, MD.

### HANNAH MORE ACADEMY

Est. 1832. Accredited Episcopal preparatory school. Country environment—near Baltimore. Music, Art, General Courses. All Athletics, Riding, Modern Equipment. Reasonable rates. LAURA FOWLER, A.B., BRYN MAWR, PRINCIPAL, REINTERSTOWN, MD.

### NATIONAL PARK SEMINARY

Suburban to Washington. Junior college and preparatory school. Distinguished patronage. Terminal courses and preparation for advanced university standing. Gymnasium, pool, all sports. Catalog. Mrs. JAMES E. AMENT, BOX 567, FOREST GLEN, MD.

### CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Mrs. F. E. FARRINGTON, REGENT, PHILIP MILO BAIL, PH.D., PRES., BOX V, CHEVY CHASE SCHOOL, WASHINGTON, D. C.

## KING-SMITH STUDIO SCHOOL

A unique school of the arts, maintaining professional standards and affording its students an attractive home life.

MUSIC, ART, DRAMATICS, DANCING, LANGUAGES, LITERATURE, CREATIVE WRITING, SECRETARIAL & BUSINESS

For catalog address the Registrar, 1755 New Hampshire Ave., Washington, D. C.

## Girls' Schools

### MISS BEARD'S SCHOOL

Excellent preparation for the leading colleges for women. General courses. City opportunities in art, music, and dramatics. Country life and outdoor sports. LUCIE C. BEARD, HEADMISTRESS, BOX 30, ORANGE, N. J.

### MAROT

Oldest junior college in New England. College preparatory department. Academic and liberal arts courses with transfer privileges. Vocational courses. All sports. Campus of 125 acres. Catalogue. MARY L. MAROT, PRESIDENT, THOMPSON, CONN.

### ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Estab. 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

### SPRING HILL SCHOOL

Thorough education for girls 6-18. Progressive methods. Small classes. Small groups live in cottages. 60-acre farm in Berkshire. Ponies to ride, skiing, coasting. All usual sports. Music, art. Catalogue. Mrs. WM. SPINNEY, BOX 104, LITCHFIELD, CONN.

### MRS. BOLTON'S SCHOOL

FOR GIRLS WESTPORT, CONN.  
College Preparation, Junior School, Kindergarten. Sound scholarship. Arts, Crafts, Dramatics, Music, French, Athletics, Riding. Correct diction and voice modulation stressed. Mrs. MARY E. E. BOLTON.

### MARY C. WHEELER SCHOOL

A girls' school modern in spirit, methods, equipment, rich in traditions. College preparatory, general. Art, Music, Dramatics, Dancing, for all. Sports on 176-acre farm. Riding. Junior residence for girls 8-13. M. HELENA DEY, M.A., PROVIDENCE, R. I.

You can rely on Vogue's personal information regarding these schools.

### STRATFORD COLLEGE


In healthful Piedmont. Accredited Junior College and college preparatory. Individual aptitudes developed. Home Ec., Kindergarten-Primary, Secretarial, Journalism, Art, Music, Dramatics, Sports, riding. Catalog. JOHN C. SIMPSON, BOX V, DANVILLE, VA.

### SOUTHERN SEMINARY

A School of Character. Blue Ridge Mts. of Va. Accredited Jr. College and High School. Music, Art, Expression, Home Economics, Phys. Ed. Commercial. Social training. Sports. 71st year. ROBERT LEE DEHAM, PRES., BOX V, BUENA VISTA, VA.

### FAIRFAX HALL

4 years' High School, 2 years' College, Secretarial, Fine Arts. All sports. In famous Shenandoah Valley. Delightful Southern home atmosphere. Attractive buildings on large campus. WM. B. GATES, PRES., BOX 6V, PARK STA., WAYNESBORO, VA.



## SOUTHERN COLLEGE

75th Year. Near Richmond. Junior College and High School. Eight special diploma courses. Modern Study-Play Plan. Year-Round Sports—Riding, Golf, Swimming. Country Club Privileges. Historical Pilgrimage. Social training. Southern home atmosphere. For illustrated literature, address Arthur Kyle Davis, A.M., Litt. D., Pres., 353 College Place, Petersburg, Va.

## Girls' Schools

### GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Three residence practice houses. Mrs. GLADYS V. JONES, 400 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

### KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

### NORTHAMPTON

#### SCHOOL FOR GIRLS

Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS, BOX E, NORTHAMPTON, MASSACHUSETTS

### ROGERS HALL

New England traditions. College preparatory and general courses. Advanced classes in secretarial training and home economics. Music, art, dramatics. Riding. Swimming pool. All winter sports. Mrs. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

### STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey. 150 Acres. Headmistress: ISABEL B. CRESSLER CAROLINE L. SUMNER GREENFIELD, MASS.

### THE DANA HALL SCHOOLS

Tenacre—For young girls from eight to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College. Music, Art, Homemaking. HELEN TEMPLE COOKE, HEAD, BOX G, WELLESLEY, MASS.

### LASELL JUNIOR COLLEGE

For young women. Ten miles from Boston. Two-year courses for H. S. graduates. Special subjects. Gymnasium, swimming pool. Sports—golf, skiing, riding, tennis. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND ROAD, AUBURNDALE, MASS.



## KENDALL HALL

PETERBOROUGH, NEW HAMPSHIRE

For girls. In southern New Hampshire. Limited enrolment. Intelligent personal attention to needs of each student. Preparatory and general courses. 200 acres facing Mount Monadnock. Winter sports. Riding. Outdoor swimming pool. Catalogue address: MR. AND MRS. C. P. KENDALL, BOX 355

### HOUSE IN THE PINES

A Country School Near Boston  
Thorough College Preparation. Junior College course with study abroad. Secretarial. Household Arts. Music. Art Courses. Fine riding horses. Special provision for girls of Junior High School age. Write for Jr. College or Preparatory School catalog. Gertrude E. Cornish, Principal 40 Pine Street Norton, Mass.

### STUART HALL


#### LOWER SCHOOL

Ideal conditions for children, grades four to eight. Separate building; wholesome life under intelligent, sympathetic supervision. Group sports and games, dancing, swimming, riding. Also Upper School, college preparation and general course. Catalogs. Stuart Hall, Box JV, Staunton, Virginia



## WARRENTON

Country School for Girls Warrenton, Va.  
Near Washington. French the language of the house. College preparatory and cultural courses. Teaches girls how to study, brings them nearer nature, inculcates ideas of order and economy. Riding. Sports. Mlle. LEA M. BOULIGNY, Principal Send for catalogue, Box 18, Warrenton, Va.




## FAIRMONT JUNIOR COLLEGE

All the Social & Cultural Advantages of Washington—"The Heart of America"

Pre-eminent faculty. 2 year college certificate courses in Liberal Arts, and 4 years High School. Credits transferable. Secretarial Science, Home Economics, Costume Design, Interior Decoration, Dramatics, Art, Music. Also accredited High School. Waiting list last year—apply for 38th Annual Catalog, address: Maud van Woy, A. B., Pres.

1713 Massachusetts Ave., WASHINGTON, D. C.



## Radford School

Living in the ideal climate of southwest Texas, studying in open-air classes in sunny patios, playing in spacious playgrounds and gardens, Radford girls are unusually healthy and happy. Graduates of the accredited college preparatory courses have made exceptional records in Eastern colleges. Music, art, dramatic art, secretarial, physical education. Character and personality developed in friendly home life. Campfire suppers, riding trips, excursions are frequent. Limited enrolment. Not for profit. Est. 1910. Catalog, Lucinda de L. Tompkin, Ph.D., Prin., 4500 Austin Terrace, El Paso, Texas.



Vogue will be very glad to aid you by answering any inquiry concerning schools and camps. Miss Marian Courtney, Director

# SCHOOLS AND CAMPS

## Girls' Schools

### SEMPLE SCHOOL FOR GIRLS

OVERLOOKING THE HUDSON Postgraduate, College Prep., Art, Music, Drama, Secretarial, Household Arts, Sports, country estate. Resident, Day, MRS. T. DARRINGTON SEMPLE, 351 RIVERSIDE DRIVE, NEW YORK CITY.

### FINCH SCHOOL

For graduates of preparatory schools. Art, Drama, Music, Homemaking, Writing, Secretarial Training courses, combined with academic subjects. Resident and Day. JESSICA V. COSGRAVE, A.B., LL.B., PRIN., 61 EAST 77TH STREET, NEW YORK, NEW YORK.

### SCUDDER-COLLVER SCHOOL

A one-year practical and cultural course in home-making, stressing individual interests. Decoration, child study, cookery, music, drama, current books. An intimate and unusual school. Residence. NATHALIA V. COLLVER, 35 W. 12TH ST., N. Y. C.

### GARDNER SCHOOL

154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College Preparatory, Secretarial and Junior Collegiate courses. Music. All athletics. 80th year. M. ELIZABETH MASLAND, PRINCIPAL

### MARYMOUNT JR. COLLEGE

1027 FIFTH AVE., NEW YORK CITY 2-Yr. Liberal Arts, Music, Art, Secretarial, etc. Branches—Paris & Rome for foreign study. MARYMOUNT SCHOOL, 5TH AVE. AT 84TH ST.—Pre-paratory through High School. Address Rev. Mother.

### THE HEWLETT SCHOOL

For girls. Day and boarding. Primary to college. Small congenial group. Excellent scholastic record. Music and Dancing. All outdoor sports including riding. 18 miles from New York City. Catalogue. Miss EUGENIA V. COOPE, PRIN., CEDARHURST, L. I.

### CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y. Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

### MARYMOUNT SCHOOL

AND JUNIOR COLLEGE Resident and non-resident. Accredited. Upper and Lower Schools—College Prep. Music, Art, Dramatics, Sports. Branches Paris and Rome for foreign study. Address REV. MOTHER, TARRYTOWN, N. Y.

### BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business education. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX V.

### HOLY CHILD SCHOOL

Accredited; college preparatory and general course. Art, Music, Dancing, Dramatics. Outdoor sports. Resident & Day School. Separate Jr. Department. In beautiful Ramapo Valley. 40 min. from N. Y. C. Catalogue. THE PREFECT, SUFFERN, NEW YORK.

### THE KNOX SCHOOL

Four-year preparatory for C.E.B. exams. Two-year advanced course for diploma or transfer to colleges. Art, Music, Drama, Business, Household Arts, Riding, golf, crew, swimming, hockey. MRS. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N. Y.

### FLINTRIDGE SCHOOL

General high school and college preparatory courses. Small classes. Accredited. Fully equipped. Loveliest location in Southern California. All sports with riding and swimming. Tuition includes all extras. Box 683, ROUTE 1, PASADENA, CALIFORNIA.

### CASTILLEJA—PALO ALTO

Resident or day. Accredited. Prepares for Stanford or any Eastern or Western college or university. Music. General courses. Training in study habits. All year outdoor life. Kindergarten through High School. MARY L. LOCKY, A.B., 1320 BRYANT, PALO ALTO, CALIF.

### KEMPER HALL

KENOSHA, WISCONSIN Episcopal Boarding and Day School. Preparatory to all colleges. Unusual opportunities in Art and Music. Complete sports program. Junior School. Accredited. Address: Registrar, Dept. V, Kenosha, Wisconsin

## Girls' Schools

### PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Fiction Writing, Secretarial, Connecting baths, Sports, Riding. Catalog:—Box V, CHAMBERSBURG, PA.

### OGONTZ SCHOOL

Junior College courses transferring to senior colleges, universities. Thorough college preparatory, general, elective courses. Secretarial, home-making, dramatics, music, art. Rydal Hall, separate Junior School. ARBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

### LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics, Secretarial, Art, All Sports, Riding, Pool, Preparatory and General Courses. Moderate Rates. Separate Junior School. F. W. STENGEL, D.D., BOX 96, LITITZ, PA.

## Co-educational Schools

### THE BEMENT SCHOOL

OLD DEERFIELD, MASSACHUSETTS Children. Waiting list next 3 yrs. now open. Fall 1937 registration for boys or girls 7-12 yrs. Home-school training for well adjusted living. Write Mrs. LEWIS D. BEMENT (A. B. Vassar).

### SUNNY HILLS

UPPER AND LOWER SCHOOLS Exceptional location. College preparatory & general courses. Expression in the arts. All Sports. Catalogs. Philip Q. Sawin, Dean of Boys. ELLEN Q. SAWIN, HEADMISTRESS, WILMINGTON, DEL.

## Photography

### NEW YORK INSTITUTE OF PHOTOGRAPHY

Professional and Amateur photography. Individual talent developed. Personal Attendance and Home Study courses. Booklet. 10 W. 33 ST. (DEPT. 12) N. Y.

You may find the very school you've been seeking listed in these columns.

## Dancing

### PAUL MATHIS

Formerly with Ruth St. Denis and Ted Shawn and chosen for faculty of D. M. A. George Gorst—Tap dancing. Summer course June 28th-July 16th. 39 WEST 67TH STREET, NEW YORK—SUN. 7-2011.

## Fine & Applied Arts

### McDOWELL SCHOOL

COSTUME DESIGN MILLINERY DRESSMAKING FASHION ILLUSTRATION

Excellent Practical Courses both Elementary and Advanced with Expert Individual Instruction. Best Known School for Actual Trade Work. Regents Charter. Established 1876. Catalogue. Summer Courses 73 West 45th St., N. Y. C. BRyant 9-3085

## Secretarial & Business

### PACKARD SCHOOL

80th year. Registered by State Regents. Complete Secretarial; General Business; and Accounting Courses. Co-educational for high school graduates and college students. Placement service. For catalog write: DEAN, 253 LEXINGTON AVE., NEW YORK, N. Y.

### MISS CONKLIN'S SCHOOL

Founded 1898. Secretarial and Executive training. Students from leading Colleges and Schools. Placement Bureau. Entrance at any time. Individual advancement. Request booklet. 105 WEST 40TH STREET NEW YORK CITY

### KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 239 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

## Exceptional Children

### HALLOWELL SCHOOL

A school of adjustment for the retarded child. Careful supervision and homelike atmosphere. Open all year. Delightfully located on the ocean. Three residences. Established 1919. Booklet on Request. DR. MADELEINE HALLOWELL, DIR., ATLANTIC CITY, N. J.

### THE WOODS SCHOOL

For Exceptional Children Three Separate Schools Camp with Tutoring Girls Little Folks Boys BOX 169, LANGHORNE, PA. MOLLIE WOODS HARE, PRINCIPAL

## Dramatic Arts

### AMERICAN ACADEMY OF DRAMATIC ARTS

The leading institution for Dramatic Training. Teachers' Summer course July 12-Aug. 20. For catalog address: SECRETARY 251, CARNEGIE HALL, N. Y.

### Alviene SCHOOL OF THE Theatre

(42nd Year) GRADUATES: Fred Astaire, Una Merkel, Leo Tracy, Peggy Shannon, Zita Johann. Combination Stage, Screen and Radio Course covering Acting, Teaching, Directing and Personal Building Departments. Modern and Classic Drama. College of Dance Arts and School of Musical Comedy-Opera. Alviene Theatre and Student Stock assure Debuts. (Appearances while learning.) For catalog write Sec'y Verne, 66 W. 85th St., New York.

## Fine & Applied Arts

### INTERIOR DECORATION

Practical and Professional Courses

RESIDENT DAY CLASSES START JULY 6th. Send for Catalog 6-R. HOME STUDY STARTS AT ONCE. Send for Catalog 6-C. N. Y. School of Interior Decoration 515 Madison Avenue • New York City

Telephone Miss Courtney at MOhawk 4-7500 or write Vogue's School Bureau at 420 Lexington Ave., N. Y.

## Fashion Modeling

### EMPIRE MANNEQUIN SCHOOL

Cultured, intelligent, ambitious girls "Empire Trained" are in demand by New York's leading couturiers, dress salons, fashion shows and photographers. Booklet. 2 W. 45TH ST., NEW YORK CITY. MU. 2-5242.

Your inquiry will receive particular attention if you identify yourself as a reader of VOGUE.

## Fine & Applied Arts

### GRAND CENTRAL SCHOOL

Individual talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising, Design, Costume Illustration, and Interior Decoration. Day and Evening Classes. 7002 GRAND CENTRAL TERMINAL, NEW YORK CITY.

### CHILD-WALKER

School of Design, Painting, Sculpture, Graphic Arts, Interior Design, Industrial Design, Advertising Layout and Display. (Affiliated with Stuart School, Junior College of Arts.) Catalogue. Address: REGISTRAR, 234-A BEACON ST., BOSTON, MASS.

### FASHION ART SCHOOL

SAN FRANCISCO, CALIFORNIA Costume Design and Fashion Illustration Merchandising, Stylist Courses in Buying, Styling, Forecasting, Color. Limited Enrollment. ADDRESS BOX V 1290 SUTTER STREET

### LAYTON SCHOOL OF ART

Costume Design and Fashion Illus. Advertising, Interior, and Industrial Design; Painting; Sculpture; Teacher Training. 18th year. Non-profit. Moderate tuition. Catalog. DIRECTOR, 117 LAYTON ART GALLERY, MILWAUKEE, WIS.

### ART INSTITUTE OF CHICAGO

Fine Arts—Industrial Art. A Professional School offering degrees and diplomas in all branches. Not operated for profit. 58th yr. Low tuition. Summer Session June 28-Aug. 6. Illustrated bulletins on request. DEPT. M.B., THE ART INSTITUTE, CHICAGO, ILL.

### SUMMER COURSES START JULY 6TH

DAY AND EVENING DRAWING • PAINTING • DESIGN • INDUSTRIAL AND STAGE ARTS • DRESS ARTS • INTERIOR DECORATION • CARTOONING • SCHOOL-ART METHODS • COMMERCIAL ART • ILLUSTRATION

### CHICAGO ACADEMY OF FINE ARTS

FOREMOST FOR TWO GENERATIONS 18 SOUTH MICHIGAN AVENUE



### The RAY SCHOOLS CHICAGO

Dress Design, French Cutting, Pattern Making, Line, Color, Fabric Analysis, Styling, Style Reporting, Millinery, Fashion Illustration, Interior Decoration, Photography.

Students Prepared for Professional Contacts 116 S. MICHIGAN BLVD., Chicago. Dept. V

### N. Y. SCHOOL OF FINE & APPLIED ART (Parsons)

William M. Odom, President

Summer Session July 6 to August 13.

SEND FOR SUMMER BULLETIN Intensive courses in interior Architecture & Design; Costume Illustration; Advertising Design, etc. Also weekly units. Credits given.

Address Box V, 2239 Broadway, N. Y.

### TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY (NEAR 52d ST.), NEW YORK Internationally Celebrated Graduates Intensive Six Weeks' Summer Course Register Now

Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Draping, Pattern Making, Grading, Millinery, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Fashion Journalism, Teacher Training, Life Class, Day & Eve. Free Placement Bureau. Sales dept. for students' work. Inspection invited. Write for Cir. 1. Tel. Col. 5-2077. Not the Most Expensive But the Best Chartered under Board of Regents. Credits. Investigate Before Registering Elsewhere

## School for FASHION CAREERS

TOBÉ . . . Directors . . . JULIA COBURN

Professional training for executive positions in fashion. One and two-year courses for young women of 21 and over. For prospectus C, address:

SCHOOL FOR FASHION CAREERS • 9 Rockefeller Plaza • New York

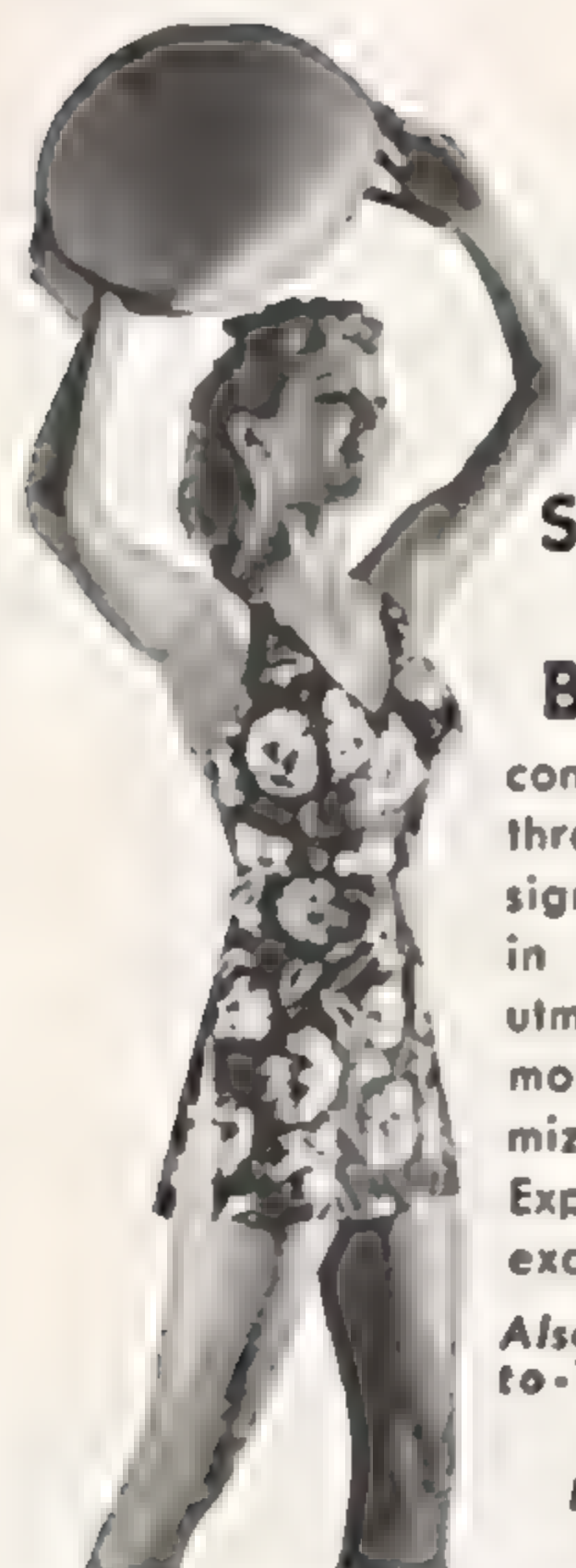


### FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES COSTUME DESIGN • STYLING • FASHION ART FOR TRADE, SCREEN AND STAGE SUMMER COURSES

Styling, fashion forecasting, textile design, color psychology, fashion illustration. Individual, specialized training under the direction of EMIL ALVIN HARTMAN America's Foremost Instructor of Fashion Art. FashionAcademystands supreme as the school chosen by the world's most successful Designers and Stylists for their training. 30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5





**MERZON**  
Custom-Made  
Swim Suits  
with  
Built-in Bras

conceal figure flaws through individual design and fit. The built-in bras affords the utmost in supporting, moulding and minimizing the large bust. Expertly tailored of exquisite fabrics.

Also available in Ready-to-Wear Swim Suits

Ask to See Our  
New Bra Toppers

Girdles, Foundations . . . Ready Made and To Order  
Write for Booklet "V"

**RUTH MERZON**

45 WEST 57th STREET • Wic. 2-5322  
CORSETIERE • ESTABLISHED 1905

**STILL TOPS, THE GRINGO**



The success of our star sandal outshines the California sun, and is just as famous. Shoecraft's smartest customers have dubbed it their "magic carpet", and for very good reasons, which you, in deference to your feet, should investigate. However, we warn you, it is habit-forming! Many women wear it from dawn to dawn. This is the season for white buck or pastel morocco, but many smart ones prefer it in black suede all year. **12.75**

Expert Mail Service • Charge Accounts

**SHOE CRAFT**

714 FIFTH AVENUE, NEW YORK  
AAAAA to C Narrow fitting heel  
8 1/2 9 9 1/2 10 10 1/2 11 11 1/2 12 add \$1



**PIERRE TRANSFORMATIONS** solve every hair problem. They are custom-made of exquisite, naturally wavy hair, full of life and lustre—the best that can be obtained from cut hair (not combs) of European peasant women. The parting is so ingeniously worked that it looks absolutely natural. Pierre injects into his transformations his high artistry and unexcelled workmanship. You can wear them in perfect confidence.  
Moderate prices. Booklet on request.

**Pierre**

**TRANSFORMATIONS**  
39 WEST 57th STREET, NEW YORK

*Ceile et Paul*

HAIRDRESSERS

119 WEST 58th ST.

NEXT TO HARBIZON PLAZA HOTEL

CIRCLE-7-7383



**WHITE HUARACHES**



**The MEXICAN SANDAL**

WOVEN FOR

**The AMERICAN WOMAN**

Durable enough to hike in, soft and light enough to use as a house slipper, smart for beach and sportswear. Woven by Mexico's Indians of soft white leather on special lasts to fit the American foot, these air conditioned sandals are the perfect all purpose summer footwear.

ALL SIZES FOR WOMEN

PER PAIR POSTPAID—\$3.75

To order send an outline of the foot and mention shoe size.

*The*  
**OLD MEXICO SHOP**  
SANTA FE—NEW MEXICO



Here Vogue presents a group of important shops . . . the places women talk about. They're the shops where you find individual versions of really smart things to wear . . . where they make a new woman of you with a special facial or a perfectly fitted corset . . . where buying a hat is an exciting adventure. You'll discover the best shops and the most inspiring fashions with the help of Vogue. It's so dependable!

# Vogue Covers

## Day in the country



The New York, New Haven, and Hartford Railroad has another train. This latest addition to their get-away-from-it-all series is dedicated to the Fold-Boat, a contrivance midway between a kayak and a canoe, which originated in Germany for outings on the Rhine.

The Fold-Boat Train leaves Grand Central on Sunday mornings at 7:45 Daylight Saving Time, with a send-off by a boisterous German band (which goes all the way with the train), starting the whole thing off as a lark, crack of dawn or no crack of dawn. The objective is Falls Village, a placid settlement on the Housatonic, about two hours and a half out of New York. There every one detains, and in no time the meadows are full of people putting together the skeletons of their boats and sliding on the canvas and rubber covers. And then the fun begins.

The Housatonic is rather a rowdy river, with rapids and white water at interesting intervals. (If you can't swim, stay on dry land.) The course is about seventeen miles long, and, with a good sense of balance plus a little skill, you should be able to make it without a spill—that is, unless you stop to wave for the picture-takers. At the end of the course, you stop and wait for the train to pick you up. However, you don't necessarily need to run to the river to have a time. You could enjoy yourself quite thoroughly by just taking pictures, and picnicking in the three or four hours that the train loafs around Falls Village.

For your money, you get a day of idling around in the open, a good sunburn, and not a few laughs. The train makes Grand Central on the return trip at 9:20, giving you a chance to catch up on the sleep you lost at the other end of the day.

Since weather conditions and holidays exert influence over these Fold-Boat trains, when you're laying your plans, call Grand Central. And unless you're an old Fold-Boat fan and have one of your own, reserve your bagful of boat in advance.

## Show-place

In two of the latest exhibitions in the Museum of the City of New York, at Fifth Avenue and One Hundred and Fourth Street, the present pauses a bit to let the past catch up with it. Some time when you have an aimless afternoon, stop by and investigate a phase or two of what are affectionately termed "the good old days."

One of the exhibitions is concerned with old-time feasting and its paraphernalia, from the seventeenth century on up. For instance, there's an alcove with a dining-room (circa 1780) where a table is set for six, with all the implements of polite dining and wining. An early and unusual set of Lowestoft dishes will probably shake you with covetousness, and there's a memorable silver tea-and-coffee service loaned by Mrs. James Roosevelt.

Moving up a century, you'll discover a reproduction of New York's famous Niblo's Garden, instituted in 1828, where the blades of the period took their ladies for ice-cream and similar delicacies. This establishment grew into the popular bazaar of the day, something like El Morocco, but on a much more muted tone.

A photograph on display depicts the famous Horseback Dinner that C. K. G. Billings gave at Sherry's, in the first decade of this century. This was indeed a festive occasion, with all the guests dressed up in their most spectacular evening clothes, and all of them on horseback.

After these exhibits have given you proper pause, you can wander around among the cases of tankards, mugs, knives, forks, silver services, and the other trappings of Epicureanism, all of them with such colourful and varied histories that the best you can do is merely guess at them.

Also carrying on at the Museum is an exhibit representing "Fathers and Sons of the New York Stage" for the last century and a half. It's as much fun as looking through an old album; the photographs, engravings, paintings, and posters cover seventy-eight families, from which you can surely pick at least a handful of favourites. The Booths are there; the Barrymores, the Drews,

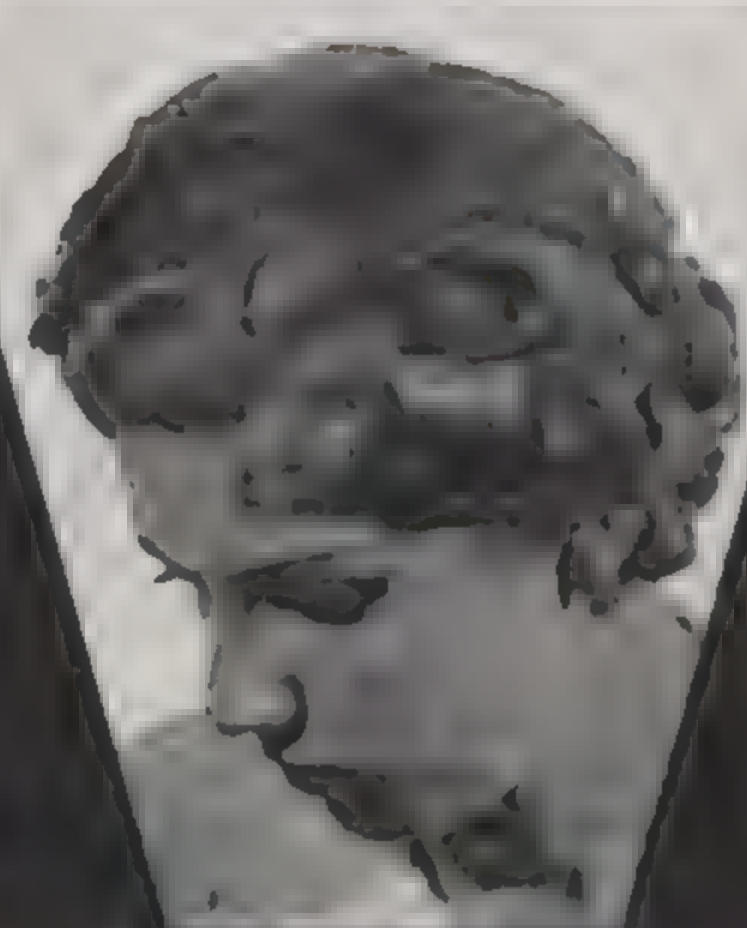
## Chic Parisian Styles

Created for you—the Modern American Woman—in the Salon of true Confidence, atmosphere by our Internationally Famous French Hairstylists. Lovely Permanent Waves, with or without electricity, moderately priced.

*Francois de Paris* Hairstylist

37 West 8th Street N.Y.

OUR ONLY SALON





# the town

Nugents, Keans, Bonifaces, Mathews, and scores beside. Then in the current tempo are Ed Wynn and his son; George M. Cohan and his father; the Hulls, Lonergans, Thomases, and Duncans, bringing the gallery of giants up to date.

## Super suppers

Evenings, this time of year, there's a hum of gaiety about the southeast corner of Fifty-Ninth Street and Sixth Avenue, where tables are set along the sidewalk, Paris fashion, and open windows show an enticing glimpse of diners, dancers, and drinkers. Inside, it's even gayer, in the Restaurant de la Paix, which fills that particular corner of the Hotel St. Moritz and really has a Continental atmosphere to match its name. The restaurant is small, which suits the "Intimate Divertissements" that go on during dinner and supper, and the food and dance orchestra are super, which seems to suit everybody.

There's a special Theatre Dinner at a *prix fixe*, and there's never a cover charge. And of course, you know all about the Around the World Bar, which buzzes just beyond the doorway. All in all, this is one of those special places where it's fun to make dinner into a long evening, eating, dancing, watching, and sipping. (And if you want to do something afterwards, why not take one of the ancient hacks that stand conveniently opposite, beside the park, and let the elderly horse pull you around that rural section of the city that is so crowded by day and so enchantingly deserted after midnight, when it has an extra beauty in its hanging fringe of lights?)

## Sky-line terrace

The Madison Hotel is opening the newest roof restaurant in town. Here, you may sit actually under the stars in a wind-swept garden of green shrubbery and be protected from the sun by canopies during the day. The space has been limited to accommodate about one hundred people, and the management encourage only leisurely gourmets to eat there because they believe good

cooking should not be hurried. The food will all be served à la carte and has a well-known reputation of excellence. A small string orchestra will help maintain the sympathetic atmosphere.

A charity celebration has been arranged for the first day, June 15. The Lenox Hill Settlement House has taken the place over for the afternoon, with a fashion show where New York debutantes will serve as models, and a dinner and supper party in the evening with Broadway celebrities performing. This is the only time when a cover charge will be made during the summer.

## Love games

Tennis enthusiasts confined to Manhattan all summer may keep in form on the following outdoor courts: Gaby Lyons Courts, Sixty-First Street and Park Avenue, and 433 East Seventy-Second Street; Rips Courts, Fifty-Fifth Street and Sutton Place South, Fifty-Seventh Street and Sutton Place South, and Ninety-Fourth to Ninety-Sixth Streets on West End Avenue; Hamilton Court, Dyckman Street and Nagle Avenue; Tudor City, corner Forty-First Street and Prospect Place. Energetic players will find these open at seven o'clock in the morning, and, with Daylight-Saving Time, they can play as late as eight o'clock in the evening.

## Summer escape

When you're tired of the sound of taxi-horns, and of sky-lines hacked up with sky-scrapers, put your town apartment up for sub-leasing and escape to Briarcliff Lodge, an old hostelry at Briarcliff Manor, New York.

This summer, the Lodge is taking on a new gala atmosphere—rocking-chairs are supplanted by deckchairs on the verandas, *cabañas* and a bar have been put up by the two-and-a-half acre swimming-pool, and there are bachelors' quarters—very like a club—in one section of the Lodge.

Beside these, there are the same rolling lawns and golf greens of previous years—tennis-courts, a masterly (Continued on page 24)

## Do you know your shops?

You may live in New York or visit it often—but have you really plumbed all its shopping opportunities? Do you know the smart small shops of the city on which well-dressed women rely—the places to go for a very special beauty treatment—a custom corset—a hat that suits exactly? Before you stir a step on your next shopping trip, spend a few fruitful moments with Vogue's Address Book.

IN NEW YORK: RITZ-CARLTON, RITZ TOWER, BARCLAY, PLAZA HOTELS. IN BOSTON: RITZ-CARLTON



THE PERFECT PERMANENT WAVE FOR BLEACHED OR WHITE HAIR: A CHARLES OF THE RITZ MACHINELESS METHOD WAVE AT \$20.00.

## THE PERA RETURNS



\$10.75

Because nothing makes the foot look prettier—and this is the year to be pretty. Hanan's Summer Opera Classic is in Bright White Buck with Summer Tan.

Quality with Smartness

**HANAN**

516 FIFTH AVENUE at 43rd Street  
Stores in Leading Cities



Scotch classic of cashmere in Glenurquhart plaid. A joy of a coat made with that loose, very-becoming fit and trim Balmacco collar. Blue grey with green and brown overchecks or blue grey with navy and brown overchecks. Exclusive with us.

THE  
**English Sports Shop**

HAMILTON, BERMUDA





## VOGUE COVERS THE TOWN

(Continued from page 23) cuisine, and dancing every night to Meyer Davis' Orchestra. In fine fair weather, the dancing is out-of-doors.

The commuting problem is quite simple—Briarcliff Lodge is fifty minutes from New York by train (the Lodge car gets you to the station and back) and thirty miles by motor. This makes it fine for business men, who can whip back to the Lodge for a round of golf before dinner, thanks to Daylight Saving Time.

Altogether, the Lodge is an excellent escape from hot asphalt and all the problems attendant on a summer in town. There, in an atmosphere of honest-to-goodness trees and grass and natural scenery, you can feel cool and smug as you read head-lines about scorching and sweltering and new highs in heat-waves.

## Outdoor restaurants



The New York Roof-Gardens were listed in this column in the last issue. Here we tell you about some of the gardens and sidewalk cafés where you can eat in the open, protected from the sun.

ARMANDO'S, 54 East Fifty-Fifth Street. Small backyard garden entirely redecorated this year.

BREVOORT HOTEL, Fifth Avenue and Eighth Street. Lunch or dine under the biota trees.

CHARLES À LA POMME SOUFFLÉE, 157 East Fifty-Fifth Street. Prix fixe in rural surroundings.

HOTEL CHATHAM, Vanderbilt Avenue, Forty-Eighth and Forty-Ninth Streets. One of the first and most successful outdoor eating spots.

ESSEX HOUSE PROMENADE, 160 Central Park South. Sidewalk café enclosed with green hedges adjoining air-cooled restaurant.

FAN AND BILL'S, 137 East Forty-Sixth Street. A seventy-five-year-old locust-tree shades the tables.

FIFTH AVENUE HOTEL, 24 Fifth Avenue, at Ninth Street. Continental atmosphere under the shadow of the Washington Arch.

ONE FIFTH AVENUE. Eat on the street, or drink inside at the air-conditioned bar.

HAPSBURG HOUSE, 313 East Fifty-Fifth Street. New plants and flowers decorate the balcony. Cold buffet specialties à la Hapsburg.

JANET OF FRANCE, 237 West Fifty-Second Street. Pass through the kitchen and eat by the fountain.

KUNGSHOLM, 142 East Fifty-Fifth Street. Shade-trees, fountain, even a running brook indirectly lit at night. Excellent Swedish cuisine.

LA CHAUMIÈRE, 163 East Fifty-Sixth Street. À la carte only, in rustic French setting.

LA CRÉMAILLÈRE, 30 West Fifty-Ninth Street. Penthouse terrace over Central Park.

LONGCHAMPS, Fifth Avenue and Twelfth Street. Newly decorated sidewalk cafés... Madison Avenue at Fifty-Ninth Street, 19 West Fifty-Seventh Street, Broadway corner Forty-First Street—half-open-air, with disappearing window-fronts.

MARGUÉRY, 270 Park Avenue. Pavillon with blue lanterns and famous cuisine.

PARK LANE GARDENS, 299 Park Avenue. Open-air English boxwood garden, and the music of Arthur Dann and his Orchestra.

PROMENADE CAFÉ, Rockefeller Center. Real trees beside the Prometheus fountain. Dancing to William Farmer's Orchestra.

RITZ-CARLTON JAPANESE GARDENS, Madison Avenue at Forty-Sixth Street. Running brook, shady and cool. Armand Vecsey's Orchestra.

RIVERSIDE-CLAREMONT, Riverside Drive at One Hundred and Twenty-Fourth Street. Music high above the Hudson River, for dancing, tea-time and evenings.

SULGRAVE TERRACE, Park Avenue and Sixty-Seventh Street. A quiet rendezvous for Park Avenue neighbours. Good food under an orange awning.

ST. MORITZ, Café de la Paix, 50 Central Park South. Will remind you of some Paris evenings.

TAVERN-ON-THE-GREEN, Central Park near West Sixty-Seventh Street. Service from breakfasts for early horseback riders until one in the morning. Good dance orchestra.

THERESE WORTHINGTON GRANT, Forty-Ninth Street and Park Avenue. Southern hospitality, cooking, and mint juleps.

THE TUSCANY, 120 East Thirty-Ninth Street. Cool and latticed.

THE ZOO RESTAURANT. Sixty-Fourth Street and Fifth Avenue in Central Park. New umbrellas and boxes of pansies on the terrace. Cafeteria self-service meals.

## Town gossip

Meadow Brook Spring Polo Championships at Meadow Brook Club, Westbury, Long Island commence June 12 and run through August 1. High goal polo with teams from Mexico and California... The East River Gallery has a new collection of modern paintings available for renting for a four months' period from June to October... Mitti Fervar, the Polish singer well known in England and France, is a new attraction at the Rainbow Room... Larry Stry and his Orchestra will play again at the Atlantic Beach Club for this season, which opens formally on June 25... Hal Richards, baritone, orchestra director, and N.B.C. radio star, is conducting his Starbright Orchestra in the Hotel St. Moritz Sky Gardens... Marissa Flores, the brilliant young interpreter of Spanish dances, appears twice nightly on the Starlight Roof at the Waldorf-Astoria, at dinner and at midnight... The magnificent Renoir exhibition at the Metropolitan continues through the summer... The Yale-Harvard boat-races are run off Friday, June 25, at New London... Paul Draper dances, Neila Goodelle sings, and Pancho's Orchestra plays in the Persian Room at the Plaza, which will keep open most of the summer... The Stadium season of eight weeks will open Wednesday, June 23, under the conductorship of Vladimir Golschmann, with Albert Spalding, violinist, playing the Brahms Concerto. "FLANEUR"

A Page  
from

Guillaume's  
Sketchbook

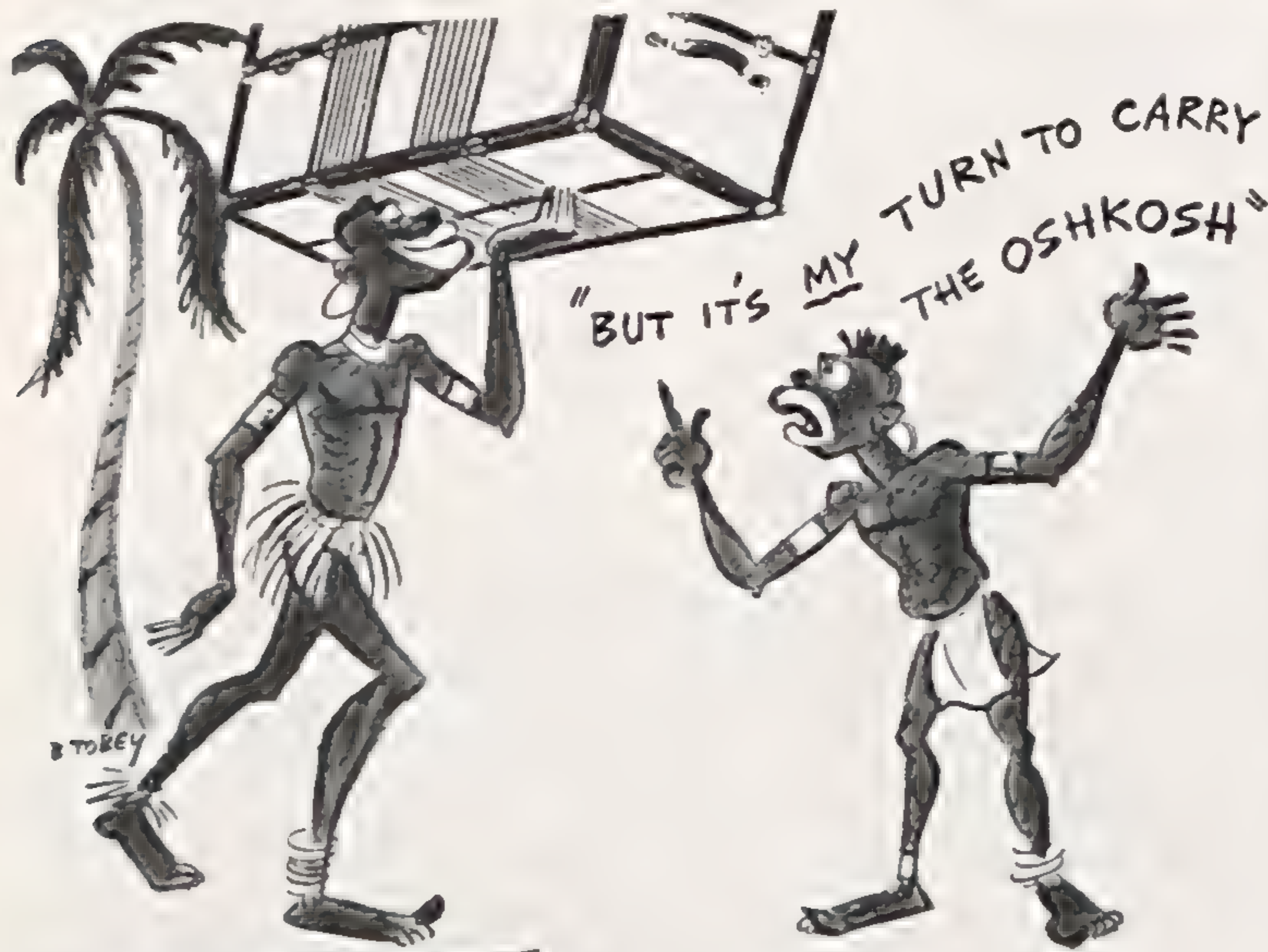
Here is one of the many brilliant coiffures  
designed by Guillaume, most celebrated of Parisian  
stylists, on his recent visit to New York.

It is to be seen at my Salon.

Elizabeth Arden

691 FIFTH AVENUE • NEW YORK CITY

© 1937 EA



Porters have professional  
pride—even as you and I.  
You can't blame them for  
preferring to carry Oshkosh.



This 12-hanger Chief Oshkosh trunk stands squarely in a corner while two free-swinging doors give access to its wardrobe and its bureau sections. \$225. The hanger case for men, with cowhide binding, carries two suits, shirts and smaller articles. \$47.50. Man's hat box, for four hats. \$40.

OSHKOSH  
TRUNKS AND LUGGAGE

Oshkosh Trunks, Inc., 10 E. 34th St., New York.



## DECORATOR'S DAY-BOOK

TO even things up, the firm of Cosden, Inc., in New York, has just put on a show for us here, after triumphs in London with Lord and Lady Louis Mountbatten's house (shown in the May 15 issue of *Vogue*). Until now, Cosden, Inc., has been much better known there than here, with several English houses to its credit, but this show should stop all that.

Designed by Victor Proetz, this really modern furniture has its own distinguished style. Well-known materials, leathers, woods, and metals, and even the unknown *Takagowa* are used in original and lovely ways. The room in which all this is shown has a silver-leaf ceiling and columns in a pewter tone, which repeat the frequent touches of pewter in the inlays and handles of the furniture.

There is a great dining-table in three parts, with a top of knotty walnut inlaid with bands at the edge and a huge circle in the centre of light holly and pewter. The golden walnut chairs are rather Directoire in form, with cushions of rose-beige suède. A black lacquered commode has pewter-inlaid lines and handles, and over it hangs an old mirror of engraved glass in the same pewter colour. Mr. Proetz has designed a simple desk, like an enlarged modern coffee-table in shape, completely covered in *Takagowa*, which is laid on in squares and oblongs. A pair of huge appliques, each holding five tapers, dominates the south wall. These are built up of faceted crystals and conceal an indirect light in the centre shaft.

Cosden, Inc., uses leather in several new ways: on the fronts of the eight drawers that simulate thick old books in a dark wood commode, and to cover almost completely a tall secretary-bookcase. Here, the leather is black, with gilt-tooled lines, covering the front and sides, with the base and glazed doors of blond wood, simply designed. The upper cabinet is lined with a hand-marbled paper in terracotta pink.

## PAN-AMERICAN

Altman's Pan-American Shop is full of country-house accessories. First there is the New Mexican tin, in angular patterns with an occasional baroque touch that surprises you. The small semi-hexagonal lanterns are perfect for terraces, and one has a wreath of tin leaves and flowers, caught across the front. There are hanging lanterns with wide-spread handles, and palm-like sconces with oval openings that cry for mirrors. Small tin trays with deep shaped edges have a simple latticed pattern in the centre, and there is even a miniature watering-can that could only be used to hold flowers.

The Mexican lacquer-work comes in brilliant, wonderful colours: scarlet, deep green, bright blue, yellow, and black, and most of these pieces have elaborate and playful patterns all over them in white or black. There is a large trunk (it will hold enough logs for a whole evening) in scarlet and black. And smaller boxes and bowls in all shapes and sizes are to be found in these two-colour combinations, and some even have coloured patterns of flowers, very Mexican in their dashing execution. A large lunch-basket of flat

rushes, shaped like an old-fashioned telescope-bag, has thick handles and braided straps to hold the two parts together.

There is a great deal of the Tonala cooking pottery, all at infinitesimal prices, with crude patterns in white, green, and brown on a highly glazed terra-cotta background. These are mostly low shapes, oblong serving dishes and bowls, and several sizes of plates, as well as the usual mugs and jugs. The brightly painted Mexican splat-back chairs have woven hemp seats, and an innovation in these is that several of them have been painted white (which seems to be practically unknown in Mexico), with birds and flowers in two shades of blue. You may obtain these, also, in raw wood, and let them weather.

In a room designed to show off these exotic treasures, Altman has used a pair of deep plum-coloured Mexican glass cylinders fitted as lamps, with the most diverting shades of punched tin showing sun and flowers and cactus in outline. In this room, too, there is a collection of bright Mexican water-colours by Teresa Kilham—these are on white grounds, and the frames are of modelled tin. About the liveliest curtains of the season are here—of striped voile, in which every known colour repeats itself every four or five inches across the width, and this can be had by the yard.

**ITEMS ABOUT TOWN:** The Antique Department at Macy's has done the trick of the week. Having found a set of Victorian chairs of Italian origin in their vast collection, they discovered that these were vastly uncomfortable, though of amusing line. So with a good deal of ingenuity, the chair was redesigned, and is now reproduced with all the original flavour and with the necessary added comfort. Therefore, you may now have either the original set for sheer decoration, or its prototype for comfort at bridge. These have curved openwork wooden backs, baroque in line, supercurved legs, and yellow seats. The original set is painted soft green with a daring touch of red on a bit of the carving, but the new ones are chastely done in cream and gilt paint. Add a provincial Louis XV. table of fruitwood—and you have a breakfast room with no effort at all.

A bedroom in Macy's Forward House shows a bright new wall treatment. The wall is divided off into twelve rectangles by two-inch bands of white on a pale yellow ground. In the centre of each rectangle is hung a simple white wood bracket holding a brightly coloured pottery fruit or vegetable. That's all there is to it, but it makes a wall that takes the eye.

At Macy's, also, there are several stuffed chairs rather Victorian in type. We could think of a lot of fabrics to cover them with; but they thought of Anderson plaid gingham—and the rather large pattern in pale green, with plum and faint pink in an overlaid plaid, is surprisingly effective. A deep white cotton fringe acts as a valance in a thoroughly Victorian way, and the only conceivable catch is that you must reserve them for guests who are not wearing plaid.

EVERETT GRAY LINSLEY

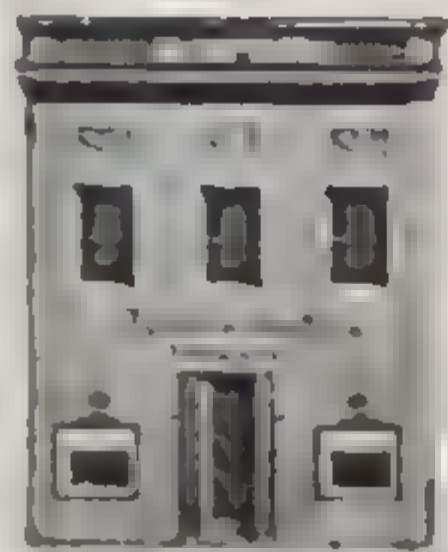
**THE FOURTH DIMENSION in HOTEL ROOMS**

1, 2, 3... height, width, length... on a generous scale!  
4... the fourth dimension... AIR-COOLING!... provided by only one fine hotel in New York.

YOU'LL FIND that Summer in New York can be as pleasant and cool as the seashore, when you reserve an air-cooled room at the St. Regis. Rates, by the day or by the month, are surprisingly low. Rooms with natural ventilation are also available if preferred.

JAMES O. STACK, General Manager

**THE ST. REGIS**  
Fifth Avenue at 55th St., New York



## Distinctive Gold Jewelry



The accent is on gold jewelry... and we are a step ahead with a distinguished collection of brooches, clips and bracelets set with diamonds, rubies, sapphires or emeralds... all from our own workrooms... all exclusive, individual... all priced with moderation.

Illustrated: Circle Brooch, yellow gold with cabochon rubies and diamonds, \$475



Paris  
Atlantic City  
Miami Beach

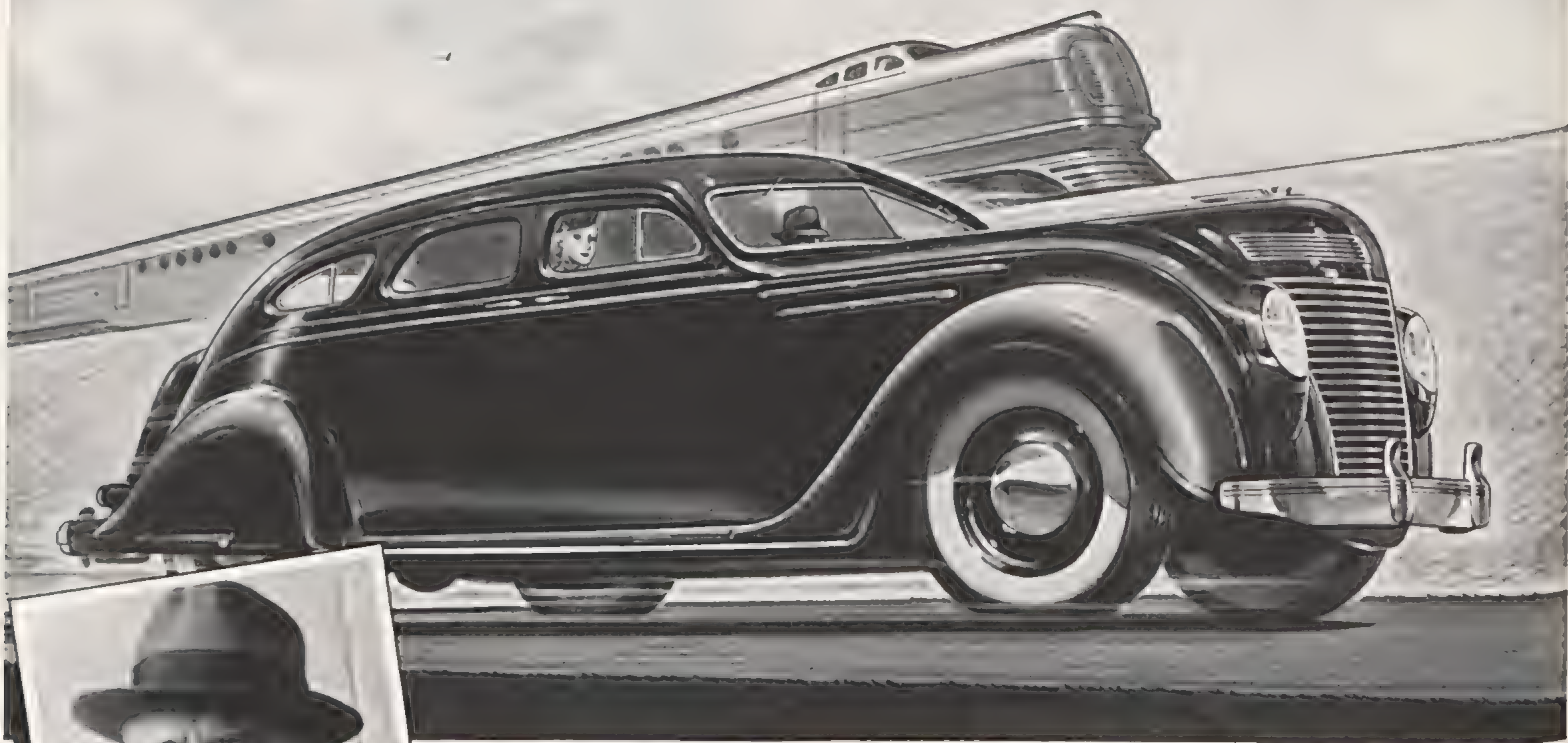
**Tröbert & Hoefler Inc.**  
Mauboussin

Park Avenue at 55th Street, New York  
9474 Wilshire Boulevard, Beverly Hills



CHRYSLER AIRFLOW SEDAN FOR SIX PASSENGERS

# "THERE'S NOTHING LIKE IT ON WHEELS!"



## RIDE AN AIRFLOW BEFORE YOU BUY!



"I've driven automobiles since 1898 — and for sheer motoring pleasure, for roominess and comfort, for safety and mechanical perfection, there's nothing in the world like a Chrysler Airflow!"

**RICHARD H. WHEELER, JR.**  
Newport, R. I.

**T**HE owners of the Chrysler Airflow are the happiest motorists in America. Their pleasure is exclusive . . . because they enjoy things which simply don't exist in any other car.

They talk about the amazing riding ease . . . "640 miles in one day, with complete mental and physical comfort."

The Floating Ride of the Airflow simply cannot be had elsewhere . . . for no other car is so scientifically balanced . . . no other manufacturer has gone so far with advanced weight distribution as Chrysler.

Airflow owners enjoy an exclusive luxury of roominess . . . because Airflow design permits the greatest possible space in the car.

Yet this same streamlining makes for genuine economy. The Airflow holds an official record of 18.1 miles per gallon . . . and owners' reports of "15 to 18 miles per gallon" are commonplace.

No car on the road is as safe as the Chrysler Airflow . . . for no car offers its matchless combination of unit frame and body, genuine hydraulic brakes and Lifeguard tubes in the tires. Airflow passengers ride *inside* the frame of the car . . . surrounded both by the all-steel

body and sturdy girders of the frame.

A few years ago . . . the Chrysler Airflow was a pioneer. Today it is proved by thousands of owners and millions of miles of travel . . . the most imitated car ever built. With the world's most advanced engineering, it offers you the world's finest motoring at a surprisingly moderate cost. Drive a Chrysler Airflow before you buy *any* motor car . . . today.

Easy to buy. Time payments to fit your purse on official Commercial Credit Company plan.

- ☆ **CHRYSLER AIRFLOW** . . . Sedan and Coupe.
- ☆ **CHRYSLER CUSTOM IMPERIAL** . . . Sedan and Sedan-Limousine.
- ☆ **CHRYSLER IMPERIAL** . . . Six body types.
- ☆ **CHRYSLER ROYAL** . . . Ten body types.

# CHRYSLER

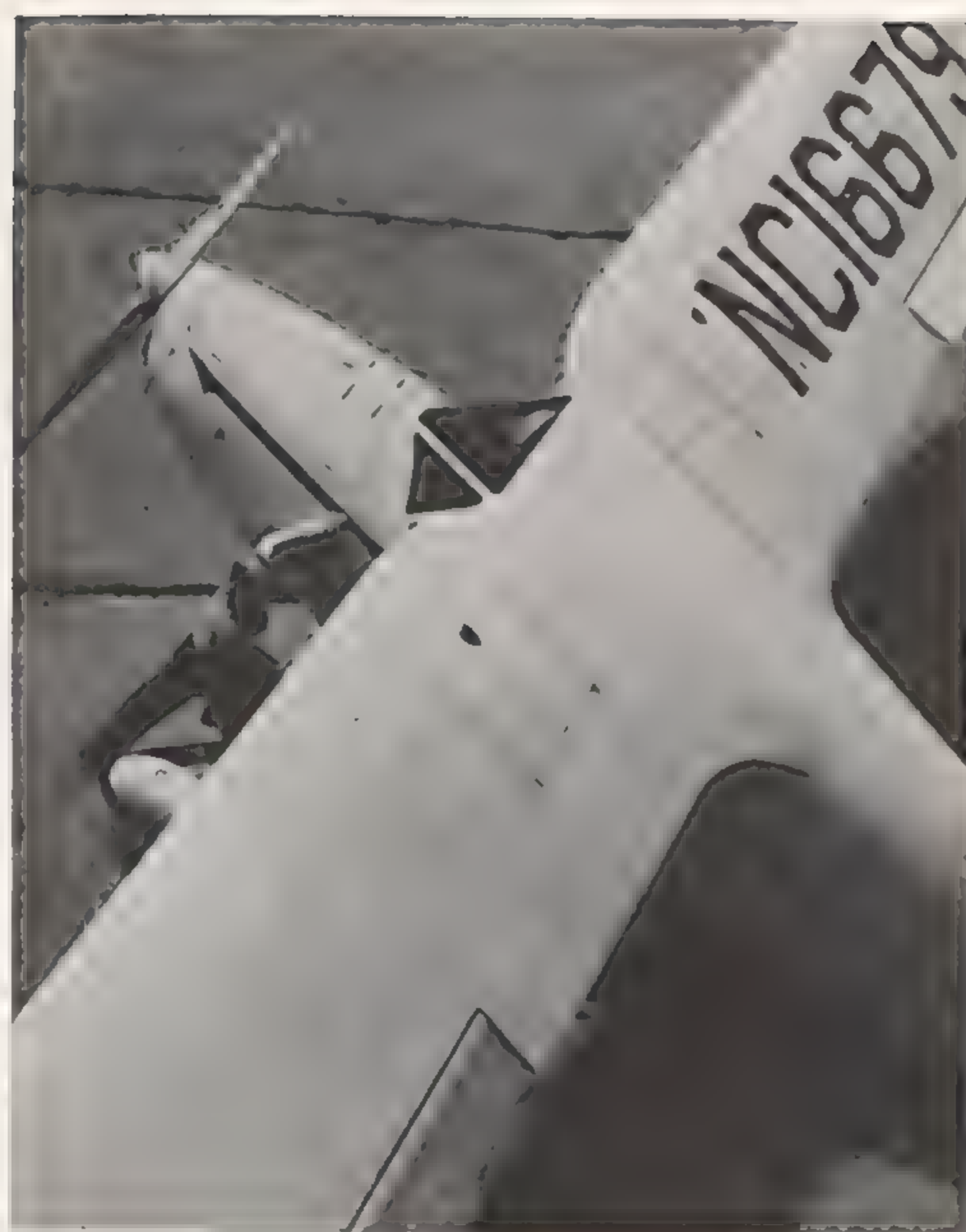


# VOGUE

INCORPORATING VANITY FAIR  
IS PUBLISHED TWICE A MONTH  
COPYRIGHT 1937 THE CONDÉ NAST PUBLICATIONS INC.

JUNE 15, 1937

VOGUE COVERS THE TOWN . . . . .	22-24
DECORATOR'S DAY-BOOK . . . . .	25
VOGUE'S-EYE VIEW OF SUMMER FASHIONS . . . . .	29
PAINTED SHIPS . . . . .	Frontispiece
GALLEY SLAVES . . . . .	31-33
PLEA FOR PLAIDS . . . . .	34-35
GALA GINGHAM . . . . .	36-37
EXCUSE FOR A HAT . . . . .	38-39
THE ETERNAL ROAD-COMPANY . . . . .	40
DISNEY'S LIGHT-HEARTED ARK . . . . .	41
MRS. VINCENT ASTOR . . . . .	42
MRS. MARIO PANSA . . . . .	43
SNATCHED FROM THE CRADLE—AND ELSEWHERE . . . . .	44-45
FROM THE PARIS MID-SEASONS . . . . .	46-53
LONDON PARTIES . . . . .	54-55
THEIR YEAR OF GRACE . . . . .	56-57
CHOSEN BY THE DUCHESS OF WINDSOR . . . . .	58-59
SUMMER STIMULI . . . . .	60-61
REGATTA REGALIA . . . . .	62-63
NEW SILHOUETTE . . . . .	64
HEAT-WAIVERS . . . . .	65
PERSONAL APPEARANCES . . . . .	66-67
BARE ARMS, SHORT GLOVES . . . . .	68-69
SUMMER WEIGHTS . . . . .	70-71
SUMMER SIDE-LIGHTS . . . . .	72-73
SAVING GRACES . . . . .	74-75
40-HOUR WEEK . . . . .	76-77
COOLING SYSTEMS . . . . .	78-79
SHOP-HOUND'S GAY GALAXY . . . . .	80, 86
DISCOVERIES IN BEAUTY . . . . .	82
RAOUL DUFY . . . . .	91
GOURMET'S GUIDE . . . . .	10
VOGUE'S TRAVELOG . . . . .	12-17
VOGUE'S ADDRESS BOOK . . . . .	18-19
SCHOOL DIRECTORY . . . . .	20-21
THE SHOPS OF VOGUE . . . . .	22-25



**P**OISED FOR COUNTRY FLIGHT—READY FOR THE SWIFT FLASH INTO SPACE FROM THE AVIATION CLUB TO THE SALT OF CAPE COD—JUST FOR THE WEEK-END. ANTON BRUEHL PHOTOGRAPHED THIS STRENUOUS YOUNG WOMAN, CLIMBING INTO HER BANANA-BRIGHT FAIRCHILD RANGER "24," HER EYES SHIELDED WITH SUN-GLASSES, HER HANDS WITH GLOVES; SCRUPULOUSLY NEAT IN HER SLACKS OF NAVY-BLUE FLANNEL, HER CHECKED LINEN SHIRT; FROM ALTMAN

THE CONDÉ NAST PUBLICATIONS, INC., Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by The Condé Nast Press/Title Vogue Registered in the U. S. Patent Office, Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York, Vogue foreign addresses: London, 1 New Bond Street, London W.1.—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable Address, Vopar. Subscriptions for the United States, Colonies, and Mexico, \$5 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn. Change of address—Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received. Copyright—the entire contents of Vogue—text and illustrations—are protected by copyright in the United States and all countries signatory to the Berne Convention and must not be reproduced in any manner without written permission.

THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH  
ELIZABETH PENROSE - EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF - EDITOR OF FRENCH VOGUE  
EDNA WOOLMAN CHASE - EDITOR-IN-CHIEF OF THE THREE VOGUES



# Back to Nature

**Y**OU quite forget you've ever been in town... with the warm, new-spaded earth underfoot... the woody feel of the hoe in your hand... and the sun on your back more sensuous than sables.

It's back to nature for renewal in more ways than one, when a gardener's thirst is quenched with a tall, cool tumblerful of Heinz exhilarant Tomato Juice.

Slowly, gratefully you sip—and marvel yet again. Marvel at the rich, full body... the ruddy, sparkling color... the liquid-sunshine taste that tells—unmistakably—it's *Heinz!*

For Heinz Tomato Juice is nature-lovers' true elixir. It is pressed right at the fields from the choicest strain of tomatoes ever cultivated for flavor-supremacy. Heinz tomatoes burgeon on the vines until the moment of ripeness comes. Then, and only then, are they garnered to receive the accolade of the 57 label. But be advised. Heinz Tomato Juice will disappear like magic. That's one of the reasons you'll want to order the new large size (46 oz.) containers, as well as the usual bottles and tins.

Tune in *Heinz Magazine of the Air*. Full half hour—Monday, Wednesday, and Friday mornings, 11 E.D.S.T.; 10 E.S.T.; 9 C.S.T.; 12 Noon M.T.; 11 P.T.—Columbia Broadcasting System.

PLUMP, RED, LUSCIOUS—  
BRIMMING WITH RICH JUICE  
—HEINZ "PEDIGREED" TO-  
MATOES RIPEN IN THE SUN



*Costume by Saks  
Fifth Avenue  
Accessories by Deauville  
Tomato Juice by Heinz*





## *Vogue's-eye view of summer fashions*

Bare facts for keeping cool as a crab in the shimmer of heat ahead:  
 Bare heads on the beach, but in town some chilling excuse for a hat—  
 a cheese-cloth turban, a Javanese bandanna like a coal-scuttle,  
 a Breton coif, an uncrowned brim—as shown in this issue.  
 Bare legs only beyond the traffic-lights—if you forego stockings in  
 town, you'll look like a movie *gamine*.  
 Bare arms anywhere and everywhere—except if you're sight-seeing in  
 European cathedrals. Sleeves and gloves are mere slivers.  
 Bare backs only on tennis-courts, beaches, and dance floors—a few  
 day dresses for town dip a bit in back, but never far down.  
 Bare foundations pared to bone, net, and elastic, with some of the new  
 girdles, on pages 70 and 71, weighing only a few ounces.  
 Bare expanse of skin, far less in evidence on the beaches, not so much  
 for decency's sake as for the march of the anti-burn movement.  
 Bare rooms and practically bare tables, with other cooling-systems for  
 you and your town apartment on page 65, to keep you moss-cool.






Raoul Dufy

*Painted ships on a painted sea*





# Galley Slaves

*Or what place have  
women on a boat?*

*By Thomas Beecher*

**T**IME was when women on boats were regarded as an omen of bad luck. Even now, the presence of some women on some boats under some circumstances is nothing short of a catastrophe. But like so many of the old superstitions of the sea, this one is pretty generally overlooked these days. Men have a fortunate capacity for getting used to hard luck, when they have to.

The superstition is an ancient one, but why it was kept fresh in the minds of yachtsmen of a generation ago is easily seen in the pictures occasionally unearthed of mixed yachting parties of pre-War times. It must have taken all hands and the cook to hoist aboard a lady all wrapped up in the attire that was considered necessary in those days. Once she was aboard, you had to stow her somewhere, where she wouldn't be underfoot or tangled up in the main-sheet or liable to get soaked with spray. This was quite a point, when you figure what one of those outfits, from the big hat on down, must have looked like once it was soaked.

Then again, if you set down a lady encased in one of those steel-ribbed items of underattire anywhere near a compass, she set up a magnetic attraction that made it virtually impossible to steer a course. Wherever she was, the north point of the compass followed her, leaving the helmsman completely baffled.

The change in the feminine idea of what's proper to wear aboard a boat probably has had a good deal to do with relaxing the prohibition against women. Not only is a girl in shorts-and-halter entirely mobile and not in danger of being permanently damaged by spray, but there is no chance of any iron being concealed in her costume to attract the compass. In fact, if there is any magnetism at all about her it works not so much on the compass as on the helmsman. The effect on the steering is almost as bad, but the skipper doesn't mind so much.

And the number of skippers who are off cruising is astonishing. Shipyards boom, yacht clubs are reaching new peaks, orders for new boats are so large that it will be the middle of July before all deliveries are made. In fact, even with women on the water, the chartering of boats and the forward swing of yachting are greater to-day than in 1929. Fashions in boats, especially sailing craft, change. The cruising schooner is slipping off, and the sloop or yawl of thirty-eight-foot water-line is on the way up. (The sloop has a double stateroom with two berths; a main cabin, sleeping four by virtue of two built-in berths, and two extension transoms; with a forecabin for one or two paid hands.) They will go, by the way, nine knots under sail, with the wind good, or seven knots with the engine going. They cost anywhere from \$15,000 to \$25,000 to build, and about \$2,500 a year to operate, with one paid hand. If you are lucky, you can buy a sloop that is several years old for about \$10,000.

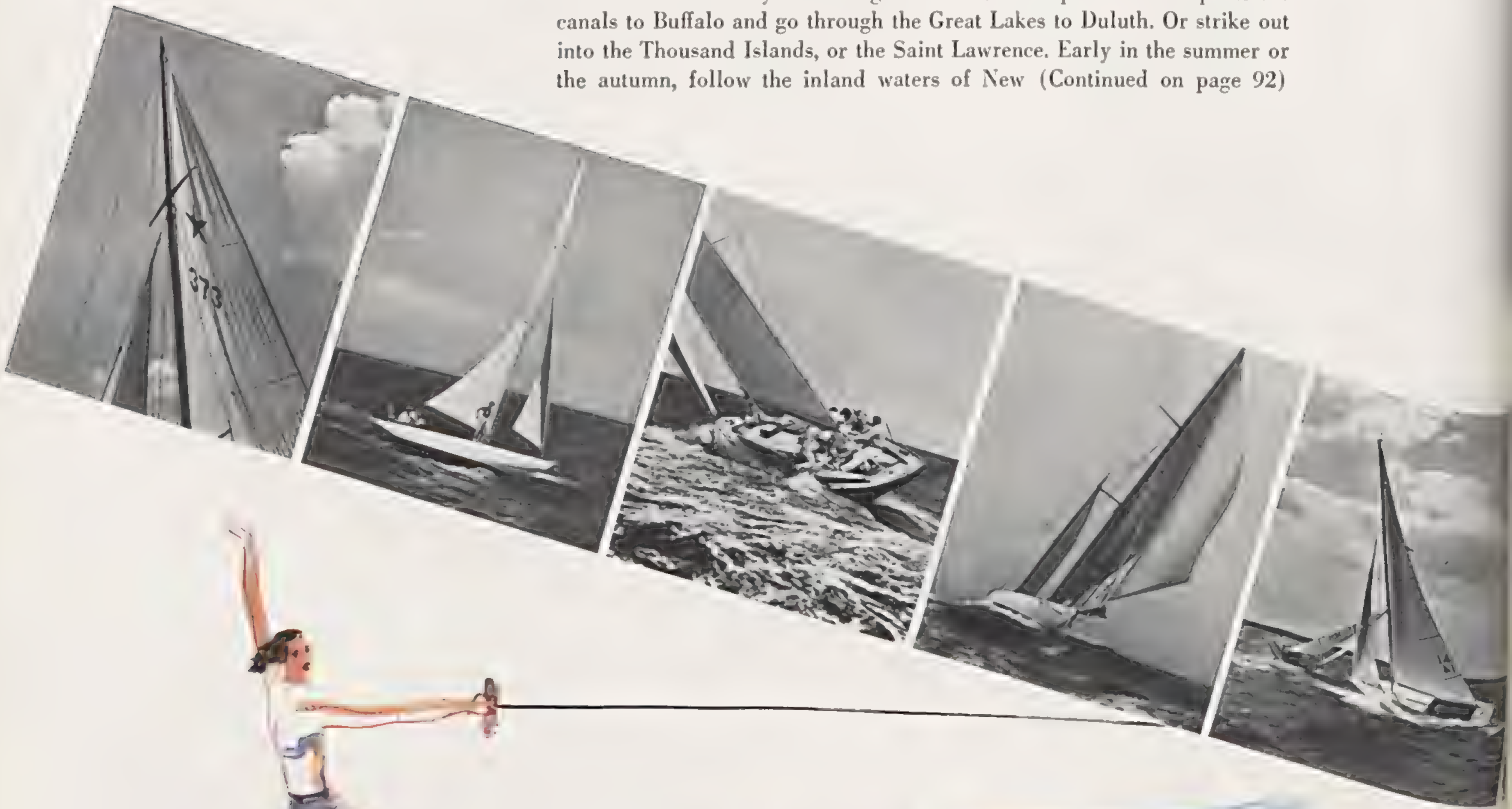


But the million and a quarter yachtsmen now in circulation range their boat purchases from the half a million dollars it costs to have a sloop in the America's Cup Class, to the hundred dollars for those little racers which the wily call "Brutal Beasts."

No matter what you have, you are always confronted by the problem of girls on board. There is, for instance, the girl who lounges gracefully where she's most in the way and, just when all hands are trying to set a spinnaker or muzzle a genoa jib, demands languidly, "Who'll go below and get me a cigarette?" And the girl who has to be home at four o'clock because she has a date for tea. And the girl who insists that we simply must visit South Squeedunkport, where no one else wants to go, because Dotty and Freddie would be raging if we didn't stop. And the girl who works up a terrific grouch because the weather is rainy or because there isn't any caviar. And, of course, the girl who, when seasick, occupies the best bunk in the cabin.

These may be found on all the navigable waters in the United States. And there are plenty of navigable waters. There is, in fact, practically no reason for the majority of Americans not growing webbed feet. Threaded throughout the country are some four thousand miles of artificial waterways, ranging up to three hundred and fifty miles, and all with charms for cruising.

Here are some of the best cruises to take: Go up the Hudson to Albany and then on to the Erie and Champlain Canals and so into the one-hundred-and-sixty mile length of Lake Champlain. Or keep on the canals to Buffalo and go through the Great Lakes to Duluth. Or strike out into the Thousand Islands, or the Saint Lawrence. Early in the summer or the autumn, follow the inland waters of New (Continued on page 92)



WATER-SKIS FROM ABCROMBIE AND FITCH





MORRIS ROSENFELD



PHOTOS FROM ROSENFELD AND BLACK STAR





TOM FRISSELL

PLEA FOR PLAIDS





Make way, in your summer wardrobe, for a flourish of bright plaid. Opposite, a spirited red, white, and beige plaid linen skirt, full as a sail, secured with a natural pigskin belt. Worn with it, a starch-white linen blouse, a cotton scarf. From Bonwit Teller

Below: Turn up for your morning dip in a plaid Indian madras bathing-suit, a glow of colour against the sand. About the head, for no good reason except fun (and flattery, of course) add a crownless twisted turban concocted of the same plaid. From Peck and Peck







TONI PRISSELL

**GINGHAM** is getting a whirl in country settings and at dances. Above, a plaid cotton shirt of gay yellow, wine-red, and brown—take it to resort, farm land, or dude ranch. From Peck and Peck. Toast-coloured Nassau straw hat with gingham crown; Bonwit Teller

Opposite: When Daylight Saving starts your evenings early, wear this resort evening dress and jacket of little-girl red-and-blue gingham. The skirt is endless, and has stitched pleats all around; a red belt spans the waist. Saks-Fifth Avenue, New York, Chicago









There's no excuse for not being cool-headed this summer what with all these air-conditioned, crownless excuses for a hat. First: Talbot's coronet of black milan straw—open at the top, veiled with black lace. Saks-Fifth Avenue, New York, Chicago. Second: Maria Guy's band of grosgrain with draped chiffon at the front and sides—rather like a Breton coif. Henri Bendel





## *Excuse for a hat*

Entirely without benefit of crown is this first hat—just a great brim of milan straw veering high on one side. A bow of wide-meshed veiling pierces the brim. Lilly Daché; Marshall Field. Second: Absolutely open on top and absolutely enchanting in colour—a turban of Javanese hand-blocked cotton draped high in the back like a scuttle. John Frederics; I. Magnin, California



# The eternal ROAD-COMPANY

A biography, more free-hand than literal,  
of the unsinkable Walt Disney troupe

NINE years ago, on September 23, 1928, a picture called "Steamboat Willie" opened in New York to an immediate and immoderate success. It actually ran less than nine minutes; but it was long enough to establish perhaps the world's most popular movie-star—Mickey Mouse. And to found the world's most famous acting company—Minnie Mouse, Mickey, Donald Duck, Pluto, The Goof, Peter Pig, Clara Cluck, Horace Horsecollar, and Clarabelle Cow (reading from left to right, in the group portrait on the opposite page).

It is a hard-working company, this. Year in and year out, it averages between one and two dozen pictures a year: pictures involving the most Gargantuan physical efforts, the most varied range of accomplishments, the most enormous hazards to life and limb. Each picture, once completed, runs night and day steadily for three years, and then continues to barnstorm all over the world, indefinitely. It is said that every picture the troupe has ever made is still playing, somewhere; that, by looking far enough, one could find even the historic "Steamboat Willie" still playing, tirelessly, with the original cast.

But this phenomenal success is due less to the industry of the company than to the directorial genius of its manager and mentor, Walt Disney. He has welded them together; he has made a brilliant acting unit out of about as irresponsible, undependable, unstable a crew as ever trod the boards. Collectively, they are invincible; individually, they are faulty, flighty, vain, and trifling. All, that is, except Mickey.

**Mickey**, who was originally christened Mortimer, has received only one bad notice in the nine years of his life, and that was in Soviet Russia (where he was accused of being "a satirical symbol of capitalism"). He has won every possible screen award; a gold medal from the League of Nations; a vote of confidence from the French Senate.

He is incredibly versatile; he can do everything, and do it supremely well, in the face of staggering odds. He handles the hammer of the proletariat and the polo-mallet of the privileged with exactly the same technical artistry, the same frenzied perfectionism. When Arturo Toscanini saw Mickey conducting the orchestra, in the immortal "Band Concert," he leapt from his seat and cried "*É incredibile!*"

Yet with all these accomplishments, all this acclaim, Mickey remains unspoiled, almost austere, simple, modest, and industrious; essentially the same as in the days of his (and Disney's) obscure begin-

nings. Early portraits of him have a rustic, homespun look that is far removed from his present air of crisp, cheerful competence—his nose was long, instead of retroussé, his pants were baggy, and he wore, surprisingly, a limp white blouse with a drooping Windsor tie. But the huge, faintly Chaplinesque feet are the same; and the broad, benevolent brow; and the look of kindness and dependability.

If Mickey has a fault, it is that he is too kindly: too slow to wrath, too quick to forgiveness. But he hasn't got a fault. That's the whole trouble. He is a sea-green incorruptible. He loses his temper, but only when provoked beyond endurance; then his rage is ephemeral, and has a strangely impersonal quality. After years of stardom and idolatry, he is perfectly willing to take a minor rôle in one of his own pictures, to act as a pleasant, unassuming master of ceremonies, or not to appear at all. He is implacably cheerful; conscientious to the point of doggedness; impelled only by the loftiest motives, in the purest playing-fields-of-Eton tradition. Pitted against the frailties and failings of his supporting cast, he is magnificent, *sans peur et sans reproche*. But a steady diet of him, alone, would be unbearable.

**Minnie** is, of course, Mickey's fiancée. Or is it his wife? One never knows. Whatever her position with regard to him, Minnie has never let it weigh on her to any noticeable extent; she continues to be girlish, trivial, shallow, and an incurable flirt. She has a maddening habit of getting herself into perfectly hopeless situations, and then going all helpless and hysterical until somebody—usually Mickey—saves her.

But, in spite of her superficiality, she is so indomitably gay, so consistently good-hearted, that one can't be too hard on her. And, certainly, nobody could accuse her of being extravagant. Throughout her entire career, she has worn the same jaunty and slightly bedraggled hat, and it was only a year or so ago that her eternal polka-dotted dress was triumphantly supplanted by a solid-blue number. Then, in a fit of temperament, she went back to the polka-dots.

**Horace Horsecollar** is gallant, dashing, impetuous; but far too rash, too ill-advised. Primarily a man of action, he always does *something* in a crisis, usually something pretty unwise. But we shall not soon forget the epic figure of Horace at the kettle-drums, in "The Band Concert," grimly taking off his coat as the storm approaches, settling his derby, and preparing to man his drums to the end. (Continued on page 87)



COVARRUBIAS

THE ARK

Disney's light-hearted Ark, afloat in a wild world





**MRS. VINCENT ASTOR** is painted here by Cecil Beaton in the apple-green sitting-room of her house at Rhinebeck, New York, against a cool background of flowers. Mrs. Astor is closely identified with New York musical activities, such as the Philharmonic Symphony and the Metropolitan Opera, and is Acting President of the Musicians' Emergency Fund





**MRS. MARIO PANSA**, the former Miss Jane Sanford, is the daughter of Mr. John Sanford, whose Seventy-Eighth Street house is one of the few fine old New York houses that still retains its original character. Above, Mrs. Pansa is shown in the library, with tall bookcases flanked by decorative painted panels. Elsewhere in the house are a rococo staircase and a formal ballroom



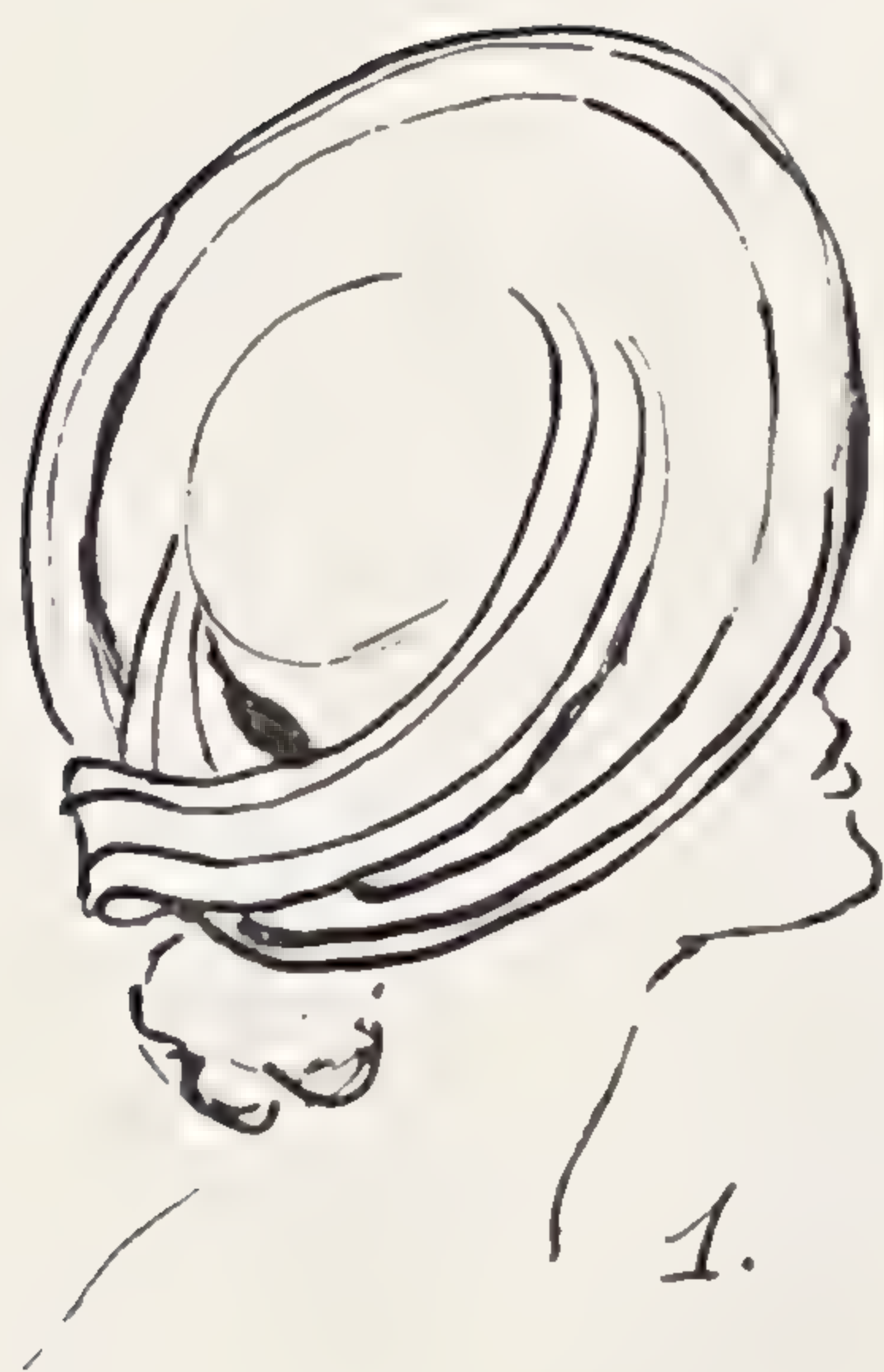


HAT FROM JAY-THORPE

Snatched from the cradle

*Reboux' cherubic straw bonnet  
tied on with satin ribbons —  
the French wear it with a twinkle*





1.



2.



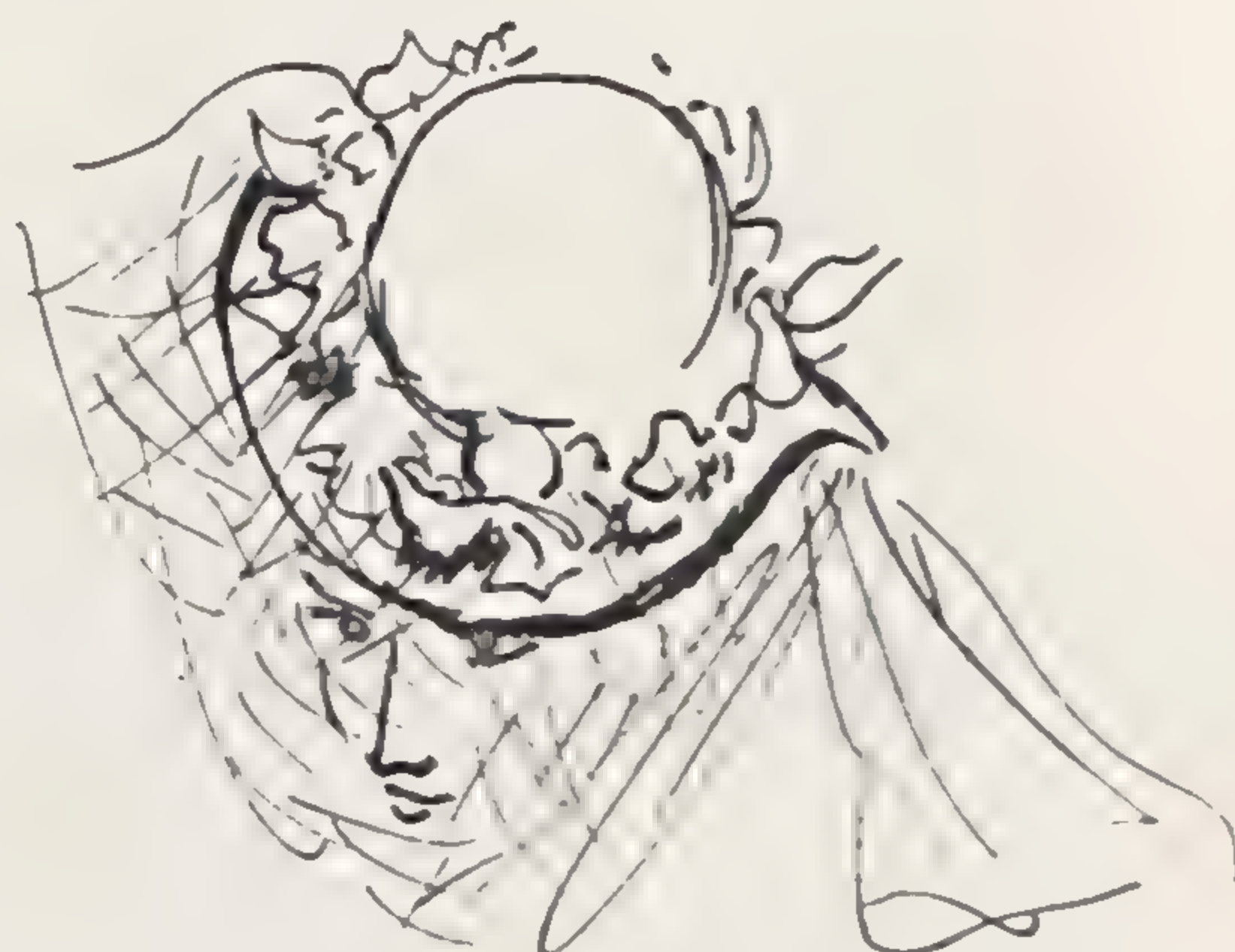
3.



4.



5.



6.

1. Descat's toast Panama, its brim and crown banded with red, blue, and yellow grosgrain (Henri Bendel)

2. Talbot's black straw disk, held on by a white Chantilly lace veil tied under your chin (Saks-Fifth Avenue)

3. Louise Bourbon's Watteau shepherdess hat of orange straw, with a cypress-green ribbon, a nosegay of flowers

4. Agnès, past mistress of the beret, made this; of white grosgrain, its jutting front outlined with blue ribbon

5. Maria Guy's sophisticated baby-bonnet of pink straw, with a wide ribbon of navy-blue taffeta (Henri Bendel)

6. Suzy's forte is flowers. Here she plants nasturtiums around the brim of a corn-yellow straw with a mesh veil





ALIX'S DRESS OF PLEATED BATIK SILK—THE WAIST SHIRRED TO BELITTLE YOUR GIRTH, THE SKIRT PROPPED OUT BY A CAMBRIC PETTICOAT



# FUTURE INDICATIVES

## FROM THE PARIS MID-SEASONS

**T**ELEGRAPHICALLY—these are the moves on which sharp eyes focused at the recent Mid-Season Collections in Paris. These are the moves that indicate what will happen next.

**MERRY WIDOW HATS.** Half of Schiaparelli's mannequins wore them for day and for dinner—dashing flirtatious hats unquestionably prompted by the hats Schiaparelli made for Mae West's next picture. They're modern versions—minus plumes—of what flourished at Maxim's and Rector's—hats that swept up on one side and dipped way down on the other so that—if you sat with the rolled side next to your dinner partner—you were screened off intimately from the rest of the room. Frenchwomen will wear them now when they dine at the International Exposition, and the rest of us will try them in the very near future.

**WASP-WAISTS.** Never fear, Paris isn't trying to compress the feminine anatomy into eighteen-inch waists, but it is putting an emphasis on small girths. Chanel and Charles James encase you in little hour-glass corselets or ribbon. Alix puts a wide row of shirring at the waist—as you see on the opposite page. And Schiaparelli whittles down your midriff with indecipherable tricks of cut.

**IRREGULAR HEM-LINES.** What's happening on the floor of fashion is graphically diagramed on the following pages. Up, certainly, are going evening skirts—those short ballet dresses of last season gave impetus to the movement. Up-in-front, up-in-jagged points, or curved like a swallow-tail—1937 hems, as Mainbocher says, are not going to sweep the floor and tangle a dancer's steps.

**BACK DÉCOR.** Possibly the world doesn't take seriously a certain evening coat of Schiaparelli—on the back of which is a Jean Cocteau painting transferred in embroidery—a Surrealist painting of a column, two profiles, and a bed of roses. But there's handwriting on the wall there. We may see more collaboration of Art and Dressmaking, more enlisting of a painter's work to decorate clothes. And we undoubtedly shall see *décor* on the back of evening coats.

**EARRINGS.** Those who miss nothing at the Collections took note of the gold earrings which were worn—not on the lobe—but in a new locale: clipped on the very top of the ear.

**HIP RUFFS.** One of the most radically new silhouettes in the entire Openings confronts you at the right. Alix's coat of lamé striped with bright velvet, which fits like a glove to below the hips, where it flares out in a short ruff. It has a faint suggestion of the low waist-lines of 1926, but done so that you aren't certain where the past ends and the future begins. It is hooked tightly over a sleeveless dress of black silk jersey.

**GOLD MESH-BAGS.** The kind that dangled from wrists in pre-War days are making a reappearance. Black jet jewellery, the kind that glistened in the Gay 'Nineties, promises to have a comeback. And big Victorian roses, (Continued on page 98)

ANDRÉ DURST



RADICALLY NEW — ALIX'S LAMÉ COAT WITH A HIP RUFF



Black and white are still the smartest pair of hardy perennials. This summer, try black on white—a black print, a white basis; like that crêpe dress below, with black curlicues on a cool white ground, perfect for lunching in town on torrid days. With it, black accessories—a black cummerbund and a poke-bonnet of shiny black toyo, edged with white grosgrain ribbon. Dress and hat from Jay-Thorpe







Top: Again the triumphant team of black and white, in a print dress with a flattering jabot in front. The black straw hat has a flat crown, a veil almost to your chin. Both: Henri Bendel. Bottom: Pen-and-ink drawings, in sharp black, are etched against the white ground of the Molyneux dress. Black velvet trims the Panama. Both: Salon Moderne, Saks-Fifth Avenue, New York, Chicago

BLACK ON WHITE





## New Paris hem-lines

**HOBBLE HEM** from Schiaparelli's Mid-Season Collection—the shortest, tightest skirt in Paris. Crinkle crêpe suit, pink roses on the lapels, and a shell-shaped hat of pleated organza

**UP-IN-FRONT HEM** on Schiaparelli's dress of white organza—sprayed with sprigs of mimosa made of yellow chenille. Rather wasp-like, is it not, that unbelted corselet waist-line?





**SWINGING HEM** from Mainbocher's Mid-Seasons—a short, very flaring skirt for restaurant dining. The suit is of black-and-gold lamé, the long-sleeved blouse of black net (Milgrim)

**JAGGED HEM**—Mainbocher's antidote for foot-entanglements when you dance. Blue crêpe is the fabric; a red-and-blue dotted sash crosses the chest and is sewed into the skirt

**SWALLOW-TAIL HEM** from Mainbocher—a new semi-short dress of black lace meant for dancing or white-tie evenings—as you can tell by the formality of that décolletage





ANDRÉ DURST

Sky-rocketing again across the French horizon is black tulle. Here, one of Lanvin's famous black tulle ideas—a vaporous dress with a drifting skirt and a tucked band of tulle slanting across the shoulder and tying in a great bow in back

Molyneux's black tulle witchery—a swirling skirt marked with zigzag bands of tulle stiffened with horsehair, a tiny bodice shirred to give a sentimental heart-shaped décolletage, and a black satin slip underlying all. (Imported by Henri Bendel)





Vionnet's white mousseline dress—white as the Milky Way, the great arc of a skirt spangled with stars of navy-blue Chantilly lace, the blue lace bodice ascending without interruption to the throat-line. All jewels on both pages from Boucheron

## AMONG THE MID-SEASON STARS



# LONDON PARTIES

by Seymour Leslie

NO one dreams of going to less than three places a night. We entertain and are entertained royally, officially, and privately. The parties in private houses—during this Coronation season—are unique in our time, gay and romantic, with the fine old plate, the family livery, and the supper cooked in the house. And there is a peculiar satisfaction in waking up about noon and ringing up friends who hadn't been asked—then reading the long list in the *Times* Court page.

## *At the Seaford House Ball*

We watched the duchesses moving with their tiaras and trains up the green-onyx staircase to dance again the old Strauss waltzes, under flood-lit ceilings, with a Congress-of-Vienna gaiety. Sitting in long rows in the balcony that runs right round the great staircase are all the ages which we mix in London. The King of Egypt, looking more than his seventeen years, is having a grand time with our most popular diplomatic débutante. The Duchess of Kent, in her Molyneux-after-Winterhalter dress, is with her husband, and the Duchess of Sutherland, in the reset family tiara, in a group near the supper room door—though the hungriest can not sup ("not good form") until Royalty have gone in. It is only too apparent that the Kents have dined late—but the spell is broken by Prince Arthur of Connaught who takes in the Duchess of Wellington and her "fender" tiara of diamonds.

Those incredible pearls advancing on us belong to the Duchess of Northumberland, their six-coil rope and tiara are only rivalled by those of Mrs. Bingham, the wife of the American Ambassador. All the great ladies are here in their best. A woman without a tiara at this ball might feel shy, and many this summer are blessing an American hostess who has endeared herself by lending out her tiara.

## *At Lady Londonderry's tremendous reception*

In our second largest house, the colourful scene looks exactly like a Sert fresco: Orientally jewelled Indian princes, Sultanas in saris and sables, foreign rulers and royalties, the black Prince of the Ashanti, visitors in native dress or uniforms. It was



RAWLINGS  
REGENT STREET DÉCOR



CECIL BEATON  
THE COUNTESS OF OXFORD AND ASQUITH



MARCHIONESS OF TITCHFIELD  
LADY MARGARET CAVENDISH-BENTINCK



THE EARL AND COUNTESS OF BESSBOROUGH  
93  
O. A. N. P.



understood at this reception that you spoke without introductions to any foreign visitor who seemed neglected. These distinguished visitors from abroad make London this year the most exciting place in the world, and the Americans are among the most welcome—we counted three American ambassadors at one affair....

#### *At the Duchess of Sutherland's Ball*

One of the great private balls was the Duchess of Sutherland's at Hampden House for the King and Queen, preceded by a dinner at Londonderry House. Entertaining the monarchs at a private house introduces certain changes, as the hosts must be ready at the front door when they arrive and see them off at the end. By Royal and thoughtful command, knee-breeches were not called for. The usual great crowd gathered in Green Street, held back by "bobbies."

The etiquette on such an occasion as this ball is—the King and Queen are conducted by their hosts to special seats in the ballroom, all the women encountered on the way curtsying (even if not personally known to them), the Royals bowing. A very pretty scene like a wheat-field in a wind as down they bend.... In the ballroom, the hosts collect those guests which the Royal party wishes specially to greet—no one goes up to them otherwise, though I've seen them beckon to a friend to come over. The King and Queen are not likely to dance as a rule, but, if they did, the etiquette would be to clear the floor. When supper is ready, the King goes in first with the hostess, and the Queen behind with the host—and immediately after supper, they leave—there is (we confess) a sigh of relief. But the previous tension was worth it.

Not so large as Seaford House, the Hampden House ball required an outdoor ballroom built over the hard tennis-court. The first-floor ballroom, celebrated for its embroidered curtains and mirrors, was the supper room, and the dining-room was turned into a buffet. London dances make a point of relieving supper-room pressure by equally elaborate champagne buffets at other points, many of the youngest keeping body and soul together in this way until the Great Ones have left, and breakfast-type dishes are served in the supper room itself. The menus change

at two, and this is a signal for the stiffest ball to become a hearty romp. Only the genius of Proust has been able to recreate the subtle changes of atmosphere and character in the course of a Grand Party. So much can happen in a few hours....

#### *At Parties Where the State Is Host*

The State as host is one of the successes of 1937, though the government's hospitality committee has had some fearsome problems. The ruler of Nepal can not eat in the presence of others; several Indian princesses are in strict purdah; there are questions of precedence. Important hostesses for the State include Mrs. Anthony Eden, daughter of the old Yorkshire banking family of Lord Grimthorpe, who with her husband (a good-looking pair) received Their Majesties at the Foreign Office banquet, every one going on afterwards to the ball at the Palace. Mrs. Algernon Fitzroy, in dove-grey, aided her husband, the Speaker, in receiving nearly three thousand—History's record crush—at the House of Commons, many of whom, including our own and visiting Royalties, came on from the State Banquet.

Surely the most fascinating figure at the banquet was the young Maharaja Kumar of Rutlam, aged nine, with diamond earrings, a long gold tunic and turban, pearl-encrusted scimitar, long eyelashes, and a high, clear voice. It was nearly midnight before the Royalties had all arrived, and, long after, knowing guests were still leaving by the kitchen lift to the Palace yard.

#### *At the State Banquet*

With forty tables of twelve in two dining-rooms, the King sat in one and the Queen in another—a tactful idea. Each table had its own complete set of gold plate and red roses, and the Royal Servants in blue livery and the enormous chandeliers completed the fairy-tale scene. Knee-breeches were, of course, the rule for those not in uniform, with distinguished traditional exceptions like the American Ambassador. Even the Spanish Government's representatives adhere to this vestige of eighteenth-century Court ritual. (Continued on page 93)





# THEIR YEAR OF GRACE



Tyrone Power's year of grace arrived mainly through an adult resemblance to Freddie Bartholomew. Until "Lloyd's of London," he was known only for a minor rôle in "Saint Joan," and a famous Shakespearian father. Now he is one of the three top heart-breakers of the screen, less creamy than Robert Taylor, younger, more lean and limber than Gable



Alice Marble won the Women's National Amateur Tennis championship this year, is fancied at Wimbledon. The greatest racket-wielder of her time, with a serve devilish as a pitcher's smoke-ball, she has won every major tournament this year. Neither grim nor poker-faced, she looks like Virginia Bruce, and will probably end singing in the movies



Iravatha came into his particular own by being the second lead in "Elephant Boy," the Flaherty movie. The biggest elephant in Southern India, he once lived in the stables of the Maharaja of Mysore, loves to have the inside of his ear scrubbed, has a clear intelligence, and now contributes an almost unbearable Thespian dignity to the dignified London Zoological Society



Maurice Evans showed Broadway in a year his versatility in doing pretty Romeo, weary Napoleon, the liverish Dauphin, but until flipperly "Richard II.," he was admired but not acclaimed. Now the season's darling, he started in the theatre at six, later went into the music publishing business, climaxed his London career with "Hamlet" at the Old Vic





Marjorie Hillis, author of "Live Alone and Like It," never had a year like this. In addition to British and Swedish editions, she has sold 118,000 copies, and the movie rights. After fifteen years of editorial work on Vogue (she started with Dorothy Parker), she now runs a syndicated column, lectures, talks on the radio; just wrote "Orchids on Your Budget"



Barbirolli, who looks like a tempest in a teapot on the podium, won a three years' contract to conduct the Philharmonic Orchestra, the prize orchestral assignment. British, he comes from four generations of French and Italian musicians, plays the 'cello, collects china, his friends call him Tito, and a winter in New York left him with a yen for doughnuts



NELSON

Katherine Locke, the only feminine flash of the season, burst from blackness with "Having Wonderful Time." Frightened at her first concert, she bounced into the theatre, fled to Hollywood, flopped so badly she rushed back to New York, dyed her hair blond to avoid identification, Marc Connelly hired her because she recited "Trees" without humour

INTERNATIONAL NEWS



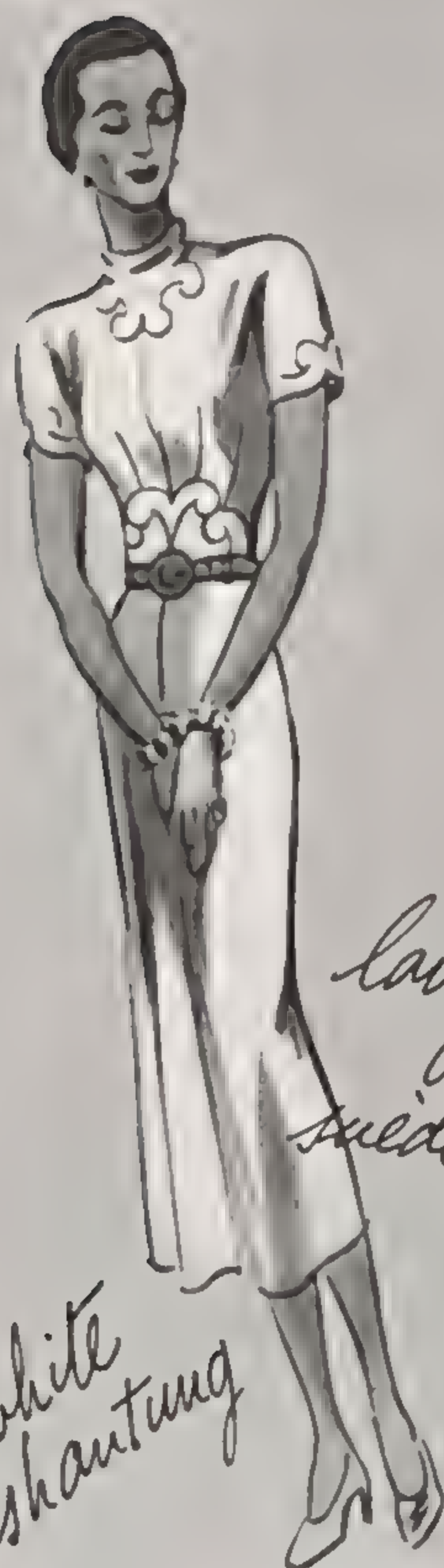
John L. Lewis, after twenty years of labour battles, came into his year of grace by the adaptation of the Continental Sit-down Strike, won bloodlessly over the Steel Industry, now is the witty Welsh toast of Washington, drives behind his chauffeur in whipcords, is the centre of Daisy Harriman's parties, still hitches up his sleeves to carve the Sunday roast





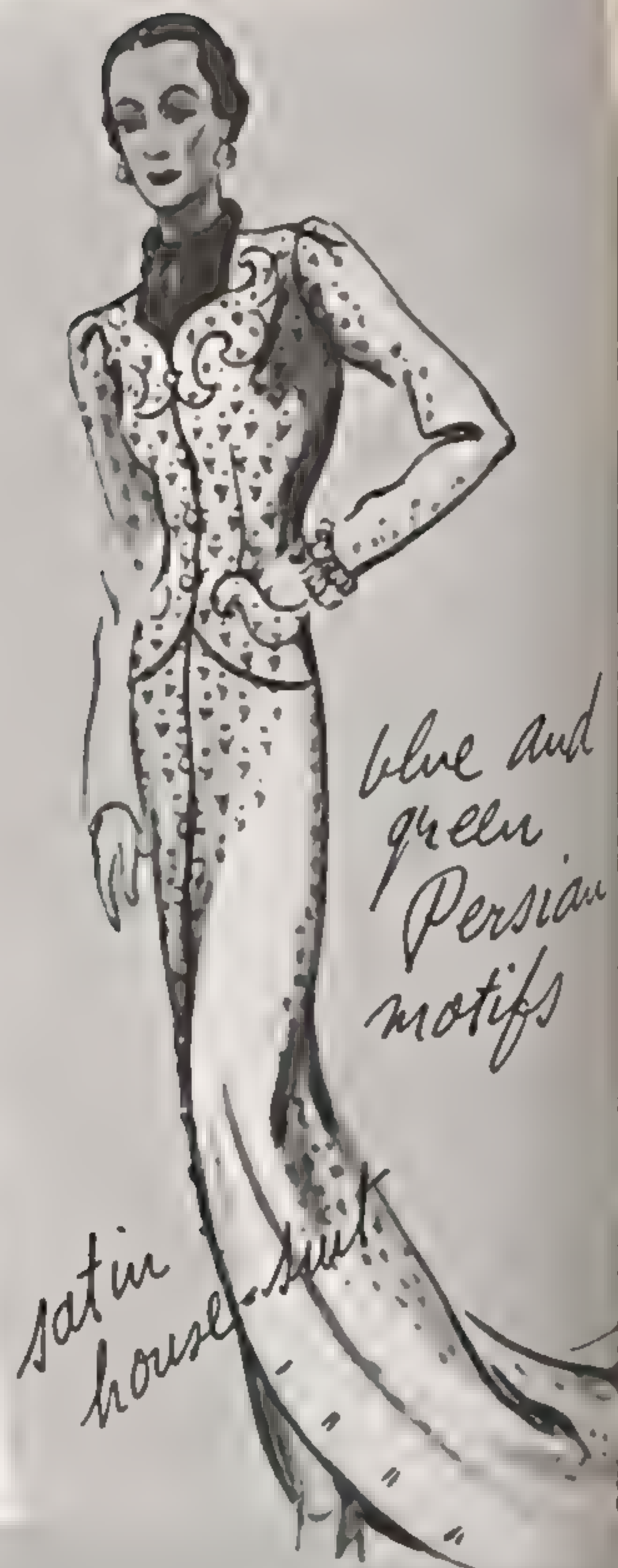
dotted  
blue  
silk scarf

white  
linen



lavender-  
blue  
suede belt

white  
shantung



blue and  
green  
Persian  
motifs

satin  
house-suit



greyish  
blue  
woollen

wing  
appliqué

Chosen at  
Mainbocher's  
by the  
Duchess of Windsor





sky-blue  
top on  
black  
crêpe



cross-  
strapped  
back



paillette-  
embroidered  
bolero

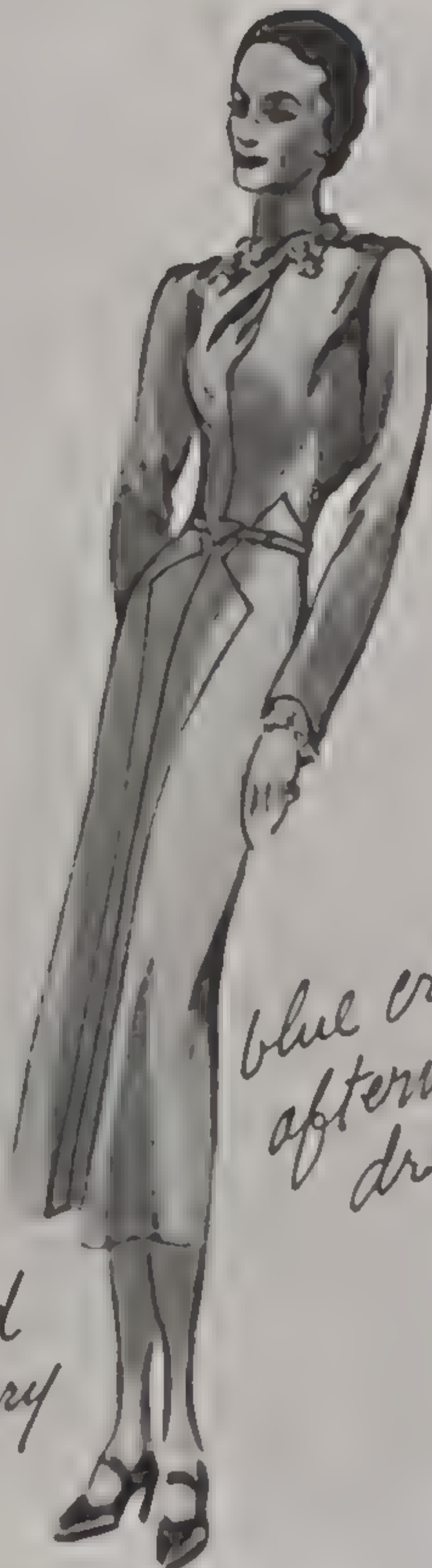


red-and-  
white  
printed  
crêpe



black  
tulle

multi-  
coloured  
bands



blue crêpe  
afternoon  
dress

twisted  
drapery

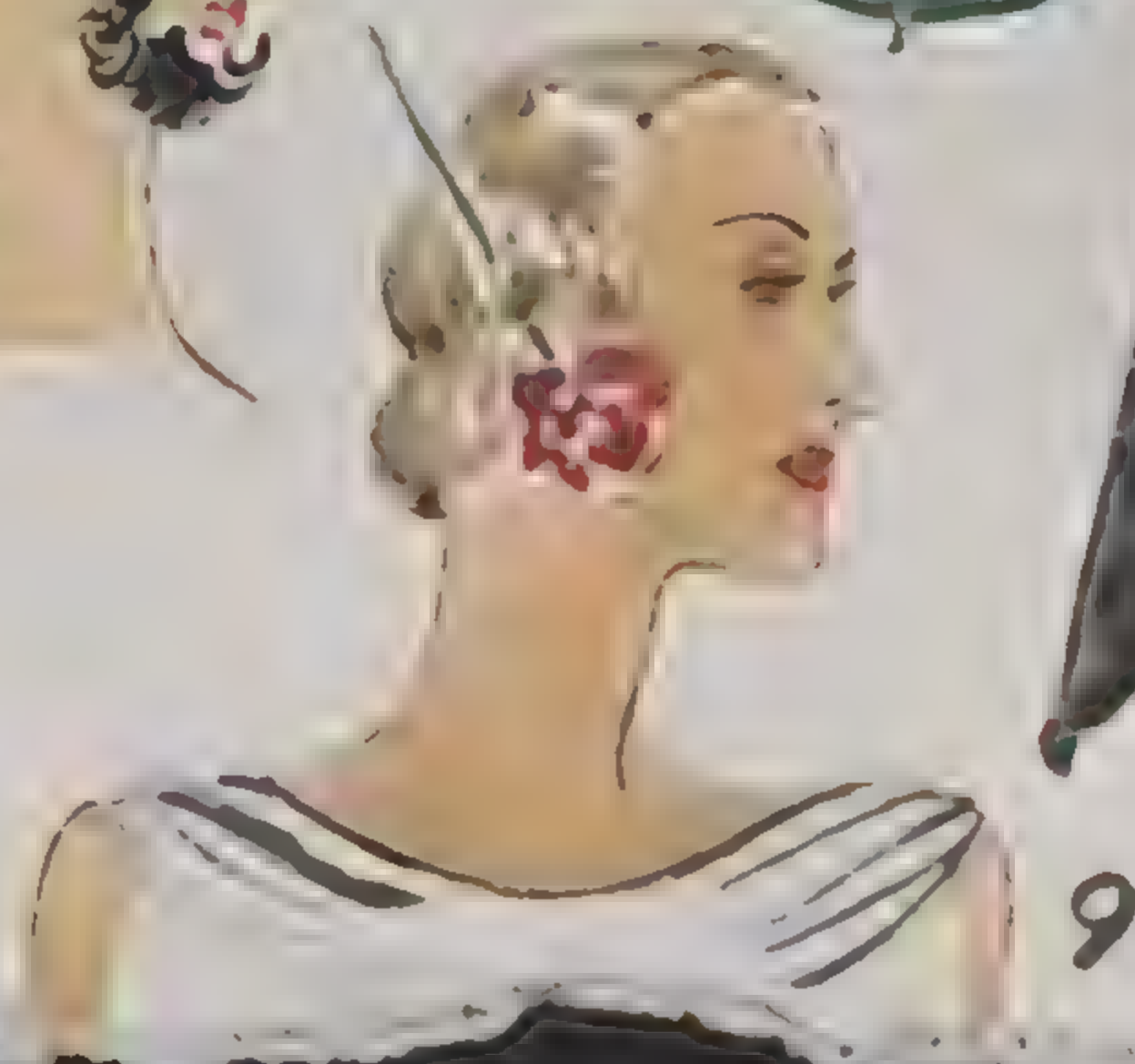
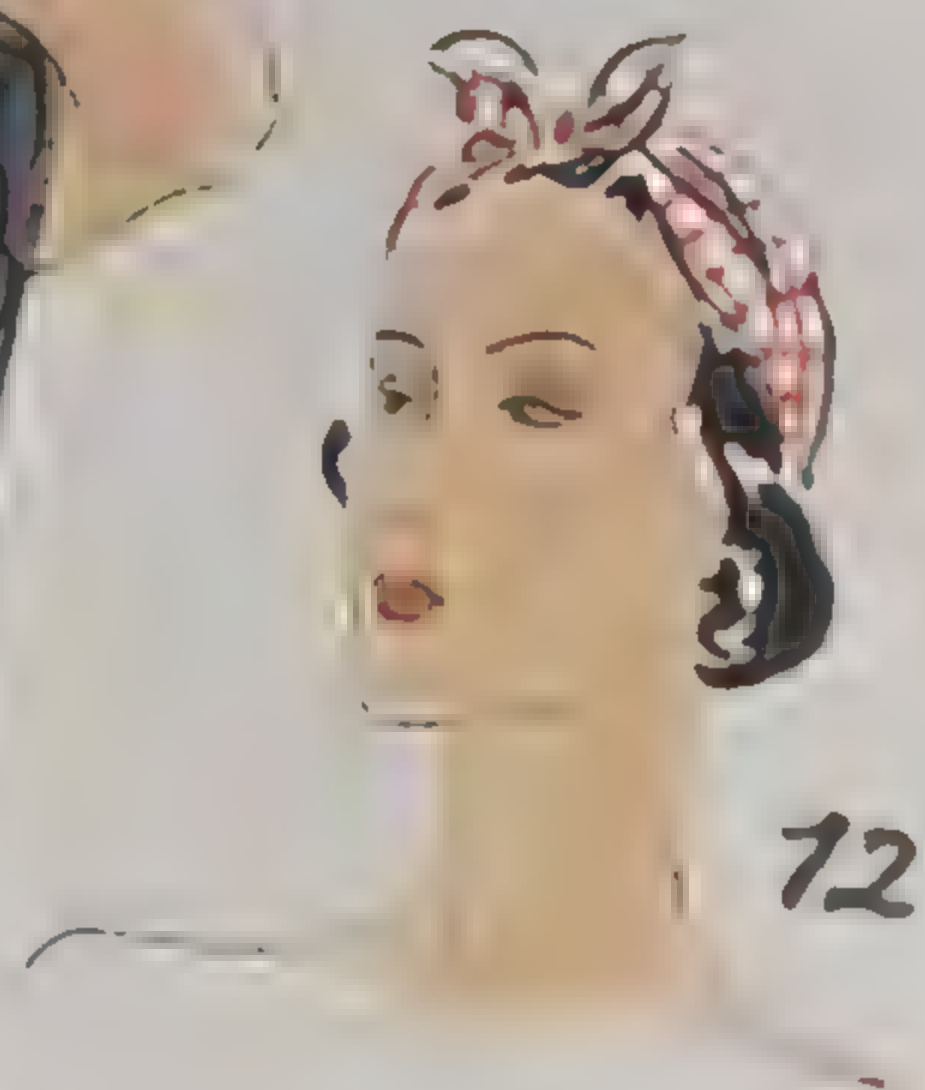


# Summer stimuli

1. At the décolletage of a dark dress (have it low, too—none of your timorous V's) clip a gold leaf flashing with multicoloured stones.
2. Make a slick white town dress memorable with a disk of white straw big as a tricycle wheel, a long black-spotted veil dropped over it.
3. A fiesta-day black cotton velvet jacket with official gold buttons, which you'll wear with your light summer dresses for day or evening
4. On a hot day when you're wearing, say, a linen suit, brush back your curls and pinion them with a bandeau of spiky ears of wheat
5. A clip-waisted house-coat of piqué, parting over gaudy pink satin trousers. From the pocket dangles a brilliant silk handkerchief.
6. Eastern splendour—a sultanic yellow satin jacket and turban (to focus all eyes) accenting a simple white summer dinner-dress
7. On the shoulder of a crisp piqué evening dress, perch a round peasant bouquet of strange bright flowers, with a shower of ribbons.
8. Star your evening coiffure with a handful of small yellow orchids.
9. Or tuck a rose in your hair, its stem slanting high over an ear.
10. At a beach luncheon, cut a figure with this skin-fitting pink jersey jacket over white slacks. And clap on a blue saucer sailor
11. With a conscientiously plain white sports dress, tie a peasant handkerchief around your head and trail another one from your belt.
12. On the summer's hottest day, do up your curls in an Aunt Jemima gingham turban, the knot centred directly above your widow's peak.
13. Have, for sheer drama, a really long black lace scarf, to drift across your shoulders and loop around your arms on summer nights







*Colour extras*





At the Harvard-Yale boat-race or the Henley Regatta—appear in such regalia as this: a dark green linen dress with a file of white cotton braid frogs buttoning from the collar to the hem-line. From Best; Neiman-Marcus. And add, aloft, the glacial coolness of a wide-brimmed white Panama hat





## Regatta regalia

On the side-lines at New London or in the Leander Club Enclosure on the Thames, watch your favourite shell cross the line—in this silk dress and jacket printed in the new colour combination, amber-and-white. Saks-Fifth Avenue, New York and Chicago. Nice with amber, a natural straw hat

You might launch this two-piece semi-sports dress at the boat-races, but you'll wear it long after. Off-white linen makes it, and red-striped ribbon pipes the collar, pockets, and the brim of the toyo hat. A small arrow streaks across the hat crown. Both from Bonwit Teller; Bullock's-Wilshire







# HEAT-WAIVERS

## Some cool comforts for your town apartment

**C**ITIES can be cool places, no matter what the thermometer says. To arrive at that enviable conclusion, however, things must be done. Your apartment must be cool as a dell—and look it—but still be easy to keep up. You must serve the coolest food in the coolest possible way. And you yourself must look and feel as if you didn't realize the existence of such things as heat-waves. It can be done, too: people who moan about the city being an inferno in summer just don't live in the right way.

### *To lower the temperature of your apartment*

Investigate those portable cooling units for individual rooms. What they do to reduce temperatures is no myth.

If you can't have these, place on your window-sill a long crystal or white porcelain dish or tray. In this, put a block or blocks of ice bedded on laurel, and behind it stand one or two electric fans (the silent kind with rubber blades). You'll be amazed at the arctic breeze that blows across the icebergs into the room.

Keep your windows closed and keep the Venetian blinds and awnings lowered all day until sunset. Southern houses have been kept cool in this simple way for generations.

Don't have too many lights burning at night. Every bulb gives out heat, as well as light. Candles give out heat, too, but much less.

If you haven't an exhaust-fan in the kitchen window, install one. It not only draws off heat, but also cooking odours and staff hysteria.

### *To give your apartment a cool appearance*

Get rid of any clutter. Remove everything you can possibly spare from each room and leave only enough to keep it from resembling a barn. You'll probably weed out even more later, and you'll end the summer by wondering how you ever stood for so many things.

If you have an antipathy for entirely bare floors, put down white string carpet, or fibre, or matting for the summer.

Take down the curtains temporarily. If you think the windows too bare, hang curtains of white book-muslin tied back with bunches of gay field-flowers. Or use a stiff, shaped valance—either painted or covered with fabric—which continues down the sides of the windows and frames the opening, but lets in every current of air. If you have two windows at one end of a room, curtain them as one with folds looped back to let in more air. Line your awnings inside with cool light blue or give them a lining-wash of blue paint—the effect is surprisingly cool.

If you intend to repaint or repaper in the autumn, you might find it fun to whitewash one wall of your living-room for the summer.

Try white plaster lamps or take any pleasing inexpensive lamp bases and give them a coat of flat white cold-water paint. Use pleated paper shades or stiff white buckram ones. You might carry the white plaster idea still further by getting side-lights—three feet high with five or seven branches—and fill them with very tall white candles.

Have the gilt stripped from old-fashioned picture-frames—stripped down to the whitening foundation with touches of the red and the gilt showing in the carving. You've been told to do this dozens of times—now you'll wonder why you didn't do it long ago. (Continued on page 88)

(Opposite) Enter a new silhouette for summer: concocted by the London designer, Charles James, and photographed by Horst. Here's more ribbon—Colcombet's, used for the fragmentary bodice, which echoes that corselet feeling currently enchanting Paris. From it flows a vaporous mousseline skirt, draped at the knees. Dress imported by Russeks. Emerald bead necklace by Olga Tritt. Lavezzo décor





Left: Mrs. Byron C. Foy picks a plant from the annual sidewalk display, against a backdrop of midtown sky-scrapers. Mrs. Foy, one of the smart advocates of alpaca, wears Schiaparelli's umbrella-skirted alpaca coat, with a black felt chéchia

Below: Mrs. William Paley suns in the garden of her house in Sutton Place, overlooking the East River. Her tailored suit and blouse are grey; her hat is a natural-straw sailor, with a black felt crown and two jutting quills of the same straw



## PERSONAL APPEARANCES





TONI FRISSELL

Typical of New York in the early summer: the costumes—and settings—of the smart New Yorkers on these pages. Above, the Misses Elena and Consuelo Villa are snapped in collarless, fitted reefers and flower-trimmed straw hats with veils

Left: Mrs. Tom Shevlin—who was the first woman in New York to wear carnations on her lapel—emerges from the florist's with a clump of deep-red ones. She wears Molyneux's beige crêpe ensemble; Schiaparelli's white piqué gob's hat

Below: Miss Rose Winslow and Mrs. Earl E. T. Smith, drinking sodas on the terrace of the Central Park Zoo, are both wearing white turbans. Miss Winslow wears hers with a blue-and-white print dress; Mrs. Smith's dress is black-and-white







RELANG

Mere gestures, really—those summer sleeves that just cover the curve of your shoulder. But you'll climax your bare arms with dressed-up hands—wearing such unserious gloves as these champagne-coloured suède ones by Hermès. From knuckle to wrist (where they break off abruptly), they're embroidered with minute bunches of red and green cherries, and red and green silk thread outlines all the seams





## BARE ARMS, SHORT GLOVES

Call them gay, say that they're more fun than a carnival—and wear them out to play, these white gloves of Alexandrine's. And for news, look at the coloured band ("fourchette" to you) inserted on the inside of each finger. Left: white pigskin, blue insertions and hand-stitching. Centre: white antelope, green kid trimming. Right: white pigskin with royal-blue accents. All from Saks-Fifth Avenue, New York, Chicago



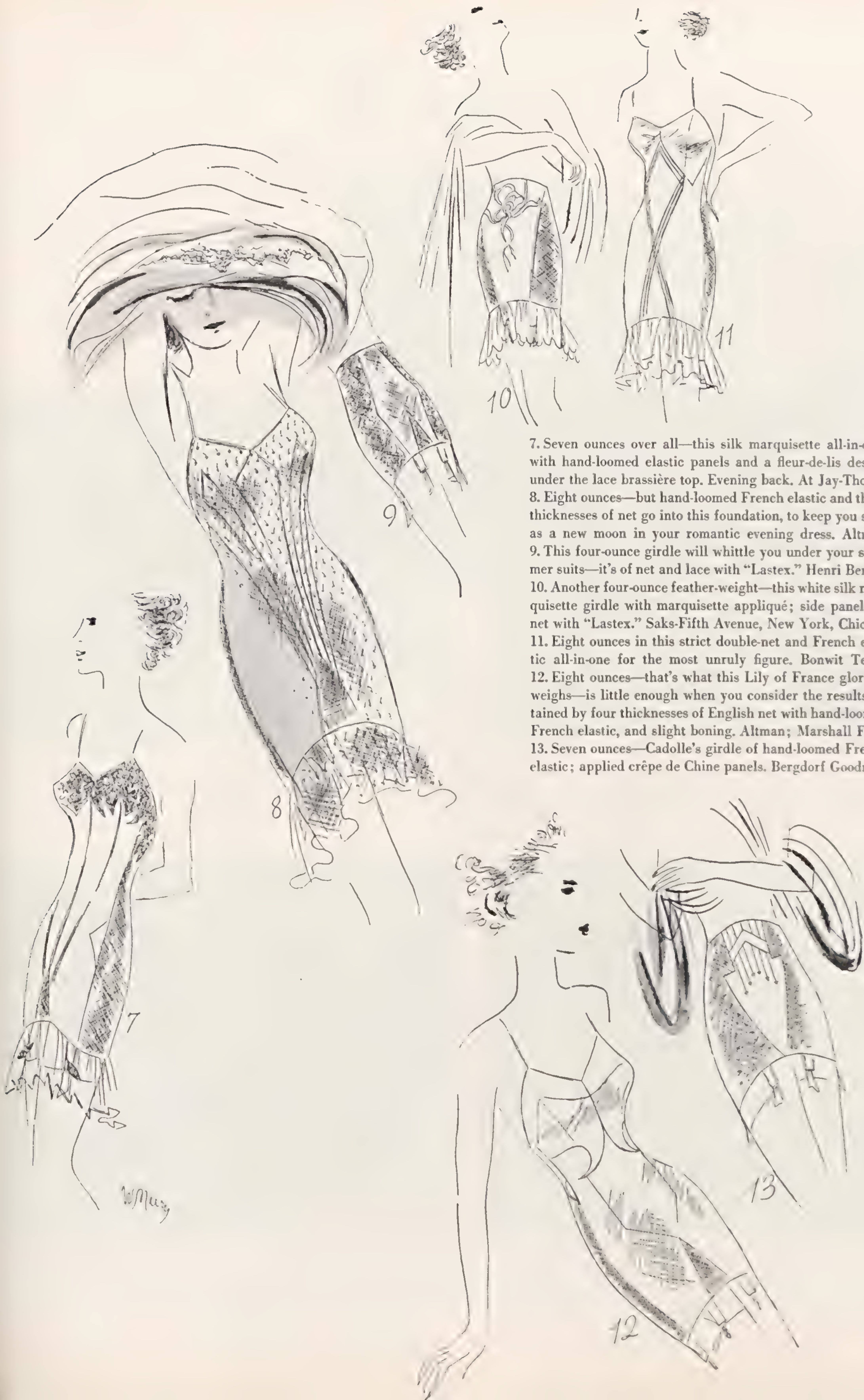
TIPPING the scales at no more than a few ounces apiece, these foundations are actually pounds lighter than the whalebone bird-cages of yesteryear. These days, you, instead of discarding your corsets for the sake of your temperature, can have a restrained silhouette under light clothes and still feel as untrammelled as you do in your own skin. These summer corsets, for which you can pay much or little (those on the opposite page are definitely in the luxury class) give the cue for summer lines.



1. A mere three-and-a-half ounces—Warner's "Veil of Youth" white shorts of net and satin with "Lastex"; white brassière. Wear them for sports or evening. From John Wanamaker, New York, Philadelphia; Marshall Field
2. Only five ounces—Gossard's Goss-Amour all-in-one, with lightly boned satin front panel and hooked leg straps—when you discard stockings. Franklin Simon; Marshall Field
3. Just four-and-a-half ounces, cut like a bathing-suit—Carter's persuader with net panel, brassière. Mesh of "Lastex" yarn. John Wanamaker, New York, Philadelphia
4. Five ounces—no more—this summer Vassarette, with Inviz-a-Grip garters. Lord and Taylor; Marshall Field
5. Five ounces, but they regulate the pounds—Munsingwear's all-in-one, a good basis for afternoon dresses. It's of net with "Lastex" yarn, both front and back panels are of satin with "Lastex." Very low back. Franklin Simon
6. Five ounces—not a gram more—of this airy Flexees girdle by Artistic. The fabric is imported Lace-Lastique, and the front panel is satin. Talon closing. Bloomingdale

## SUMMER WEIGHTS





7. Seven ounces over all—this silk marquissette all-in-one, with hand-loomed elastic panels and a fleur-de-lis design under the lace brassière top. Evening back. At Jay-Thorpe
8. Eight ounces—but hand-loomed French elastic and three thicknesses of net go into this foundation, to keep you slim as a new moon in your romantic evening dress. Altman
9. This four-ounce girdle will whittle you under your summer suits—it's of net and lace with "Lastex." Henri Bendel
10. Another four-ounce feather-weight—this white silk marquissette girdle with marquissette appliqué; side panels of net with "Lastex." Saks-Fifth Avenue, New York, Chicago
11. Eight ounces in this strict double-net and French elastic all-in-one for the most unruly figure. Bonwit Teller
12. Eight ounces—that's what this Lily of France glorifier weighs—is little enough when you consider the results attained by four thicknesses of English net with hand-loomed French elastic, and slight boning. Altman; Marshall Field
13. Seven ounces—Cadolle's girdle of hand-loomed French elastic; applied crêpe de Chine panels. Bergdorf Goodman



# Here begin 6 pages of Finds of the fortnight



Left: A pair of raffia sandals like a peasant's, square-toed, wooden-heeled, for beach or country. About \$6. Saks-Fifth Avenue, New York, Chicago. Centre: Imported gloves, hand-crocheted of string. About \$2. Lord and Taylor. Right: Pair of blue suède sandals to wear for play. About \$6. Altman



Final touches to brighten afternoon or evening dresses of cotton or linen: Left: Koret's piqué bag. About \$11. Bonwit Teller; I. Magnin, California. Centre: Lewis' linen bag; about \$8. Right: linen bag, Talon fastener; by Lewis. About \$8. Both from Saks-Fifth Avenue, New York, Chicago



Upper belt: stripes of brilliant braid lively as a gipsy dance. Wear it to enliven your simple summer dresses. About \$3. Lord and Taylor. Second belt: natural string crocheted by hand and ending in trailing fringe. Try it on dark linen dresses. About \$5. From Altman; Neiman-Marcus



Left: Quilted chintz bag. About \$4. Lord and Taylor; Neiman-Marcus. Right: Beach carry-all of natural linen bound in red leather; separate rubber bottle-case. About \$11. Saks-Fifth Avenue, New York, Chicago. Celluloid eye-mask. About \$1.25. Bonwit Teller; I. Magnin, California





A trio of bright patent leather belts to wear all at once with white dresses. About 50c each. From Altman. For your lapel; blue-and-white piqué disks, red centres. About \$2. Bonwit Teller; I. Magnin, California



Deep-sea loot—polished branch coral on a bracelet of flexible gold metal. About \$8; from Franklin Simon. Cracked crystal beads, about \$2; bracelet, about \$1. From John Wanamaker, New York, Philadelphia



White starched linen hat, red grosgrain band. About \$9; Lord and Taylor; Marshall Field. Bienen-Davis white calfskin bag. About \$5. Best. Doeskin gloves. About \$5. Altman; Marshall Field



For your day in the country—a rustic straw pill-box. About \$10. Best; Neiman-Marcus. Four-color Echo scarf. About \$3; Altman. Kislav gloves. About \$6. Best; Marshall Field

*Summer side-lights  
to be found in shops  
throughout the U.S.A.*





- Starched pink chiffon, black-stitched. About \$50. Altman; Marshall Field
- White organdie with red flowers. About \$45. Best; Marshall Field
- Augury for autumn—shirred grey satin. About \$30. Best; Marshall Field

## SAVING GRACES



- Shadowy black marquisette, gardenias at neck. About \$30. Bloomingdale
- Shirred blue chiffon, rickrack. About \$40. Lord and Taylor; Marshall Field
- Bluebirds on white organdie. About \$30. Wanamaker, New York, Philadelphia



- Starched white chiffon twined with black velvet. About \$30. Bonwit Teller
- Black Chantilly panels on mousseline. About \$40. Bonwit Teller; Neiman-Marcus





- Pink marquisette, with pale blue velvet strung through skirt. About \$25. Russeks
- Black Alençon lace dress. About \$25. Saks-Fifth Avenue, New York, Chicago



- Starched, embroidered grey chiffon; faille jacket. About \$40. Bloomingdale
- A daguerreotype evening coat of cream faille. About \$30. Best; Marshall Field



- Eyelet-embroidered white organdie; ribbon sash. About \$40. Lord and Taylor
- Navy-and-white chiffon. About \$35. Saks-Fifth Avenue, New York, Chicago

- Ballet-length: red-and-white dotted Swiss. About \$30. Lord and Taylor
- Short skirted black-and-white piqué; red-and-white bolero. About \$30. Russeks

Shops in other cities have the dresses on these pages





MONDAY

**Monday 14**  
JUNE 1937

MAY							JUNE							JULY						
S	M	T	W	T	F	S	1	2	3	4	5	6	1	2	3	4	5	6		
							7	8	9	10	11	12	7	8	9	10	11	12		
							13	14	15	16	17	18	13	14	15	16	17	18		
							19	20	21	22	23	24	19	20	21	22	23	24		
							25	26	27	28	29	30	25	26	27	28	29	30		
							31						31							

10 30 Conference with  
Datto Mfg Co.  
1 30 Lunch - H. Macy  
4 30 Mr Brodskaw

MONDAY, JUNE 14, 1937.

**Ethel Barrymore Theatre**  
37th St. West of Broadway

**16**  
JUNE 1937

**WEDN'DAY EVE**

Price \$3.00  
Tax Paid .30  
TOTAL \$3.30

**ADMIT ONE**

GOOD THIS DATE ONLY

**ORCHES**

WED. EVE JUN 16  
\$3

**ST**

NEWYORK

WEDNESDAY



TELEPHONE MESSAGE  
Date 6/15/37

Received for Miss Jamison  
From Mrs. Murchie  
Time 9:30  
Tel. No. 1-114

MESSAGE

Lunch with  
Restaurant  
on 5/11  
1:30



TUESDAY

**40-HOUR WEEK**



ERN  
ON

1233-S

SYMBOLS	
DL	= Day Letter
NM	= Night Message
NL	= Night Letter
LC	= Deferred Cable
NLT	= Cable Night Letter
Ship Radiogram	

J. C. WILLEVER  
FIRST VICE-PRESIDENT

Time of receipt is STANDARD TIME at point of destination.

GO TO THE THEATRE WEDNESDAY=

You're a girl with a job, a salary that isn't startling, and outside interests of your own. These dresses, which you can wear from office to private life, combat city heat, cleaners' bills, and the five-o'clock wilted look.

MONDAY you confer at eleven sharp in a black sheer silk dress, efficient but feminine, tucked all over so that a wrinkle hasn't a chance. About \$40. White straw sailor. Dress and hat: Lord and Taylor; Marshall Field

TUESDAY you powder your nose in front of the office mirror and go to lunch in a versatile toast-coloured jacket-dress of triple-sheer silk; about \$30. Bonwit Teller; Neiman-Marcus. Toast-coloured straw hat by Knox

WEDNESDAY the routine breaks with a dinner-theatre invitation. You go from memoranda to menu in a jacket-dress of navy-blue and white triple-sheer crêpe. About \$30. Jane Engel; Neiman-Marcus. Blue Breton; Dobbs

THURSDAY, with a cocktail party scheduled right after office hours, you turn up in a dark red gauze linen outfit, white-stitched dress and bolero, cool as the tinkle of ice. About \$30; Best. Black shantung hat from Dobbs

FRIDAY you shove everything into a drawer and clear out of the city, running for the train in a classic Du Pont Rayon polka-dot dress in beet-red and white. About \$20. Beet-red straw hat. Both: Altman; Neiman-Marcus

Shops in other cities have the clothes on these two pages



THURSDAY

Lindsay  
Cocktails  
17th



FRIDAY

CONCH TRAVEL  
NEW YORK OCT 2808  
NEW CANAAN  
Form C-1-C



# COOLING SYSTEMS



For the back views of these models, turn to page 88

Frock No. 513: Neat as a paper of pins, this one-piece dress, fitted for summer in town with its ranks of tucks, its low V-neck that meets the V of the bodice. Make it of a sheer crêpe for momentous occasions, such as having dinner on a roof-top. Designed for sizes 14 to 20; 32 to 42

Frock No. 7729: Let your program help you decide whether you want this "Easy-to-Make" dress in day-length or the new ballerina length for little evenings. Cool, that spinning skirt, those kimono sleeves. And choose accessories to match your three bows. Designed for sizes 12 to 20; 30 to 40



Frock No. 7733: Have two: one light, for resort wear; one dark, for the city. Applied bands pretend to be a yoke; the neck-line is thoroughly casual. The rapier-pleated front panels are topped by welt pockets. Add a gay silk sash. Designed for sizes 12 to 20; 30 to 38

Frock No. 511: No cooling system is as effective as a sheer dark dress—such as this one, with clusters of shirring on the sleeves, a softly draped neck-line, and three stubby knotted bows down the front. Wear this all over town. Designed for sizes 12 to 20; 30 to 40

Frock No. 7748: Cheer from the side-lines (at a tennis match or water-polo game) in this informal dress—its tucked side panels headed by high flaps—which you have thoughtfully had made up in linen. Add a scarf at the neck. Designed for sizes 12 to 20; 30 to 40





# SHOP-HOUND'S GAY GALAXY



ONE of the most luminous stars in Shop-Hound's evening collection is a dress at Gervais. As cool and delicious as after-dinner mint wafers. This star is a slim, ankle-length dinner-dress, by Louise-boulangier. It's a simple shift of ciré chiffon, hand-blocked in a glowing flower pattern in rose and red and green on white. It has the briefest and coolest of sleeves, and calls for chunky ruby or emerald jewels. About \$150 to order. This is a shop, 5 East Fifty-First Street, where you look for the chic and unusual, and always find it—either in French importations or in clothes of their own design.

An ankle-length dinner-dress makes you stop and think about shoes. For the Louiseboulanger dress described above, Shop-Hound would have you slip your foot into a pliant lattice of green suède, from J. and J. Slater, 575 Madison Avenue. Just the right emphasis, and just the right height. Also of crêpe or satin (and in day versions); about \$10.75. The new Slater evening sandal called "Twirlabout" makes for the gayest of dancing feet. It comes in combinations of satin and gold or silver kid, but most fun is a hand-blocked crêpe, checkered in brilliant decalcomania colours. One broad strap winds high around the ankle and fastens with a neat gun-metal buckle.

Here's silhouette for you (left). A simple, almost childish bodice; a slim, fitted waist- and hip-line; and a skirt that blossoms out to nearly seven yards around the toes, for enormous dash and swish. The white chenille dots, sprinkled on navy-blue net, are like snow-flakes in a midnight sky. Find this for about \$30; Chez Rosette, 417 Park Avenue. Find also a riotous flower-patterned waffle piqué evening dress, snapped to decision by grosgrain ribbon trimming on the bolero jacket and dress; about \$35. Long Islanders can find these same models in Mrs. Pennington's East Norwich shop, Chez Rosette.

This, left, is the domino-dot dress, at Best. It's the crackers and Roquefort cheese of your summer evening wardrobe. Under the bolero is a sleek, slim evening gown. The big intaglio dots are stamped on white crêpe-cotton matelassé; navy-blue, green, black. A fine red pin-stripe outlines the neat ciré-satin belt that picks up the colour of the dots. About \$30 for the ensemble. As for Best accessories to go with this dress, consider the Lewis straw bag, all shiny red or shiny black; about \$7.50. Not a real evening bag, but just the right note. Slick patent leather sandals in red and white cost about \$6, at Best.

This cape, left, is the Lady in the Moon. Rows and rows of tiny black lace ruffles shadow, mysteriously, a pale evening gown. The cape fastens with narrow black velvet streamers, tied at the neck. All this glamour for about \$20 at Jane Engel, Madison Avenue at Seventy-Ninth Street. A black lace ruffled bolero has the same allure; best if worn over vaporous black. A white sharkskin swagger evening coat, at this shop, makes you look as though you'd just emerged, all fresh and sparkling, from a foam bath. It has nice shoulders, tuxedo fronts, and straight loose sleeves; about \$8. (Continued on page 86)





# Consommé

**WHO WANTS IT JELLIED ?**



**WHO WANTS IT HOT ?**

SUMMER MOODS blow hot or cold—shifting as the weather itself. When days are warm, and cool refreshment beckons, succumb to the utter contentment of consommé, served arctic style. That would be jellied, of course. Delectable luxury! Blissful contrast on torrid days! Yet it's really quite easy to have. Provided you know this happy trait of Campbell's Consommé—*four hours cooling in your refrigerator jells it right in the can.* Then spooned instanter into chilled cups and whisked before your enchanted gaze, it sparkles with amber allurements. Who could resist such shimmering coolness, such grand beef flavor?

COME THE DAYS in every summer when a damp chill's in the air—the leaden or foggy or downright rainy days, when nothing tastes quite so good as a bracing hot soup. Consommé is a "natural"—Campbell's Consommé, to be sure, with its rich invigoration of choice beef simmered down to the very essence and clarified to limpid beauty. The delicate flavors of carrots and celery and parsley are in it, too, together with gentle seasonings ever so deftly applied. Treat yourself to *this* of a coolish day and feel its heart-warming exhilaration! For formal or informal service—a "must" for the resourceful pantry.



*Campbell's  
Consommé*





**GERANIUM ROSE** Eau de Cologne . . . a refreshingly feminine miss reminding of cool shadows caught and held by the spell of her fragrant mid-summer rose garden.

**TROIKA** Eau de Cologne . . . youthful partner ready for any sport under summer skies, remarkably stimulating in her own immaculate way.

**TOSCA** Eau de Cologne . . . the third of the summer's graces, whose enchanting presence adds just the formal touch for closing the day with an evening of romance.

**CLASSIC** Eau de Cologne . . . the basic essence of grace shared by all three, and known to women and men of exquisite taste everywhere since 1792 as the original "4711" Classic Eau de Cologne.

Spraying "4711" CLASSIC Eau de Cologne early became a "4711" habit, whether to heighten the charm of person or boudoir. Today, the atomizer worthily carries on this "4711" tradition, diffusing the refreshing essences of "4711's" newest Eau de Cologne graces.



## DISCOVERIES IN BEAUTY



Mr. Louis, director of the American Hair Design Institute, perpetuates in clay coiffures created for Luise Rainer and Margo

WHEN hot weather descends, there is a temptation to develop a carefree, holiday attitude about your beauty régime. But Gilda Audrey's new summer facial treatment, Facial Fillip, is designed to keep your skin smooth and fresh practically in spite of yourself, and in a brief matter of minutes. Facial Fillip dispenses with the massaging tactics of your winter facials and substitutes a brief and refreshing series of creams and compresses. It begins with Gilda Audrey's soft cleansing cream, followed by a special pore cleanser.

After this, a cool, moulding mask is spread over the face, penetrating eye-pads are tucked over the lids, and you relax, getting renewed by the second, for ten minutes. Then, off comes the mask, which is followed by a mildly stimulating tonic that will make you think of rainy gardens. Your make-up, blended especially for you, goes on over an individual lotion foundation. The Facial Fillip is deftly administered in as short a time as twenty minutes, so you may slip it in nicely between engagements in town, and emerge looking fresh and fair despite the strain of a hot day in town.

This brief, rejuvenating type of treatment for the face has proved so successful for summer that Gilda Audrey has also introduced two special short summer treatments for eyes and hair, respectively soothing and stimulating. You can have the Facial Fillip and other treatments in the attractive new salon at Franklin Simon in New York, where the treatment rooms are light, pleasant, and airy, and in salons in other cities where Gilda Audrey is represented.

If you are casting about for a good sunburn protective, Germaine Monteil has provided a brand-new trio that covers the whole situation, as well as your own skin. The Suncream is for those who wish to tan as little as possible. It is non-greasy and gives a smooth finish. The Sunproof Lotion is a creamy liquid, also non-greasy and with a pleasant, light scent. This is a good type of preparation, even if you aren't going to be on the beach, but expect to be exposed to the sun at intervals and want a protection that doesn't reveal itself as such, because it is a good powder base in addition to its protective qualities. The Suntan Oil is for those whose skins tan naturally without burning, but require such an oil for an even, smooth colour. You will find the Germaine Monteil preparations in the better stores throughout the country.

Those who have found Gaby's Greaseless Suntan Lotion a preparation to depend on throughout tanning sieges will be glad to know that it can be found in New York at Saks-Thirty-Fourth Street. This is a preparation unique in itself, because, while you can't even see it on your own skin once it is applied, it does a remarkable job of protection.



# Now! — Avoid Sharp "Razor Stubble"

AFTER REMOVING ARM AND LEG HAIR

*Solves the  
Hair Problem  
as Women  
Have Always  
Hoped  
It Would be  
Solved*



Modern science has at last found a way to remove arm and leg hair — *without* the sharp, bristly re-growth that follows the use of the razor. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

#### WHAT IT IS

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone — gone so completely that, even by running your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation leaves the skin smooth — as soft as a



child's — without that sharp-edged after-razor "stubble" ... When re-growth finally does come, it is utterly unlike the re-growth following the razor. You can feel the difference. No sharp stubble.

You feel freer than probably ever before in your life of annoying hair growth.

#### WHERE TO OBTAIN

It is called NEET — and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

## Neet

CREAM HAIR REMOVER



# Rilling

## PERMANENT WAVE



*A great name in permanent waving*

**The Wave featured today  
by leading Hair Stylists  
in America and Europe**

A stunning Permanent depends on the artistry of your hair stylist . . . The Rilling Method, which eliminates guesswork in Permanent Waving, makes it possible for him to give you the loveliest coiffure at his command . . . A Rilling Wave lasts longer, much longer . . . There is no cooler, more comfortable wave . . . Ask your hairdresser about a Rilling Permanent.

## SUMMER IN THE BEDROOM

WAKE up to summer in the bedroom. Wake up to a froth of white organdie; to cool azure-blue or dusty-pink; or to colours as frankly bold and gay as those on your seaside terrace. The shops have given as much thought to summer bedrooms as to summer clothes.

Carlin Comforts, Saks-Fifth Avenue, will turn a trick of enchantment and make your city bedroom a very oasis in all the heat and grime. They'll make, to your order, a self-patterned white organdie bedspread, a two-tiered drapery for your dressing-table, to match, and boudoir pillows in the same theme. It's all smooth flounces and ruffles, and the organdie, which has a permanent finish, makes no trouble at all in the wash. Dusty-pink is the new bedroom colour at this shop—new among their summer blanket colours, and in embroidered crash bedspreads, edged with cotton cut fringe. For about \$14.50, Carlin Comforts will make, to your order, an exhilarating turquoise-blue bedspread, trimmed with red rickrack, single-bed size.

If you're furnishing or redecorating a country house, be sure to see the summer bedsteads at Hale's. The head-boards are covered in quilted glazed chintz, and there are superbly fitted bedspreads to match. Lemon-yellow chintz, quilted and bound in bright navy-blue, is particularly effective, but you can have any colour combinations that you want. These beds are equipped with the Simmons Beautyrest mattress. For a country house, especially, the solid-colour sateen upholstery is smart.

Altman will monogram your pure white hemstitched Wamsutta sheets in smart, decisive colour combinations. Have a blue-and-yellow monogram for the blue-and-yellow bedstead described above. Other striking combinations for your country house might be red and black, red and navy-blue, navy-blue and green. Nothing surpasses the sense of luxury and well-being derived from Wamsutta Supercal—a smooth, fresh coolness that you appreciate more than ever in summer. Newest of the Wamsutta hem-line treatments is a narrow, flexible blanket-stitch—one thin streak of colour across the top of the sheet.

From Eleanor Beard, where you find such wonderful hand-quilted things, you can order window draperies, bedspreads, and slip-covers to match. For country houses, this shop is making curtains of chintz-flowered cotton, then cutting out flowers from the same material and applying them, with hand-quilting, to solid-colour bedspreads. The flowers are widely spaced and scattered. Until you've seen these bedspreads, you've no idea how original and effective this treatment can be.

Find, at Henri Bendel, the most surprising and diverting summer comfortables with calico-patterned gingham and flowered seersucker coverings; also in challis and silk crêpes, with tiny spaced flower designs; also in bright glazed chintz. All these enchanting comfortables are lined with lamb's-wool.

Wanamaker has a collection of Palmer comfortables in just the right weight for the mountains or shore. A summer-weight down comfortable has a gay chintz covering—the whole thing designed to go right into the tub; about \$10. A Paisley-patterned down comfortable is unusual and effective; about \$14. And one of the real finds in summer bedding is a Palmer comfortable, filled with wool-like cotton, for about \$5. It has a chintz-flowered cotton covering, and an inlaid border of solid-colour cotton, in dark contrast, with the same permanent finish.

It might be fun to plan your country bedroom with a chintz-covered comfortable, in strong accents; with a candlewick bedspread in one of the handsome dark colours, and with solid-coloured sheets. Look, at Lord and Taylor, for the Bates woven tufted candlewick bedspreads. They come in both dark colours and pastels; about \$8. All are pre-shrunk, tub-fast, and sun-fast, with the tufts securely planted on their woven cotton-crêpe ground. Newest among the Bates candlewicks is a luxurious "pompon" tuft, in white. Find Pepperell Peeress sheets in solid colours at Altman, unique and lovely pastels or striking deep-woods shades. Also at Altman, and important for the country, is the Cannon utility percale sheet with reinforced hemstitching.



# A BRUSH-CLEANED SKIN LOOKS YOUNGER —is younger!



This summer's low-back dresses must not reveal a Victorian skin. Blemished backs are decidedly out. So the new beauty prescription is *brushes*. Yes, brushes which clean the skin deeply and completely.

Brushing wakes up the pores. Urges the tiny blood vessels to increased activity. Revives youthful circulation and exercises skin tissues.

Your face, your back, your elbows,

your hands; all deserve and need this youth-bringing treatment. But for utmost cleansing, be sure you get the right brushes. Brushes with elastic, penetrating bristles which really work and last.

The Pro-phy-lac-tic name is your guarantee of such bristle excellence. Be sure to look for it. Drug and beauty counters are now featuring a special selection of Pro-phy-lac-tic Brushes.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

Makers of Pro-phy-lac-tic Tooth Brush and STRANZIT Hair Brush



**COMPLEXION BRUSH**  
Egg-shape; narrow end  
fits nose areas,  
75¢ and \$1.00



**TURTLE-BACK HAND BRUSH**  
Amusing, in gay colors, \$1.00



Pro-phy-lac-tic  
**BATH BRUSH**  
with removable handle, \$1.25 to \$4.00

## Pro-phy-lac-tic BRUSHES

### TEA TIME'S ANOTHER DANIEL GREEN TIME



# DANIEL GREEN

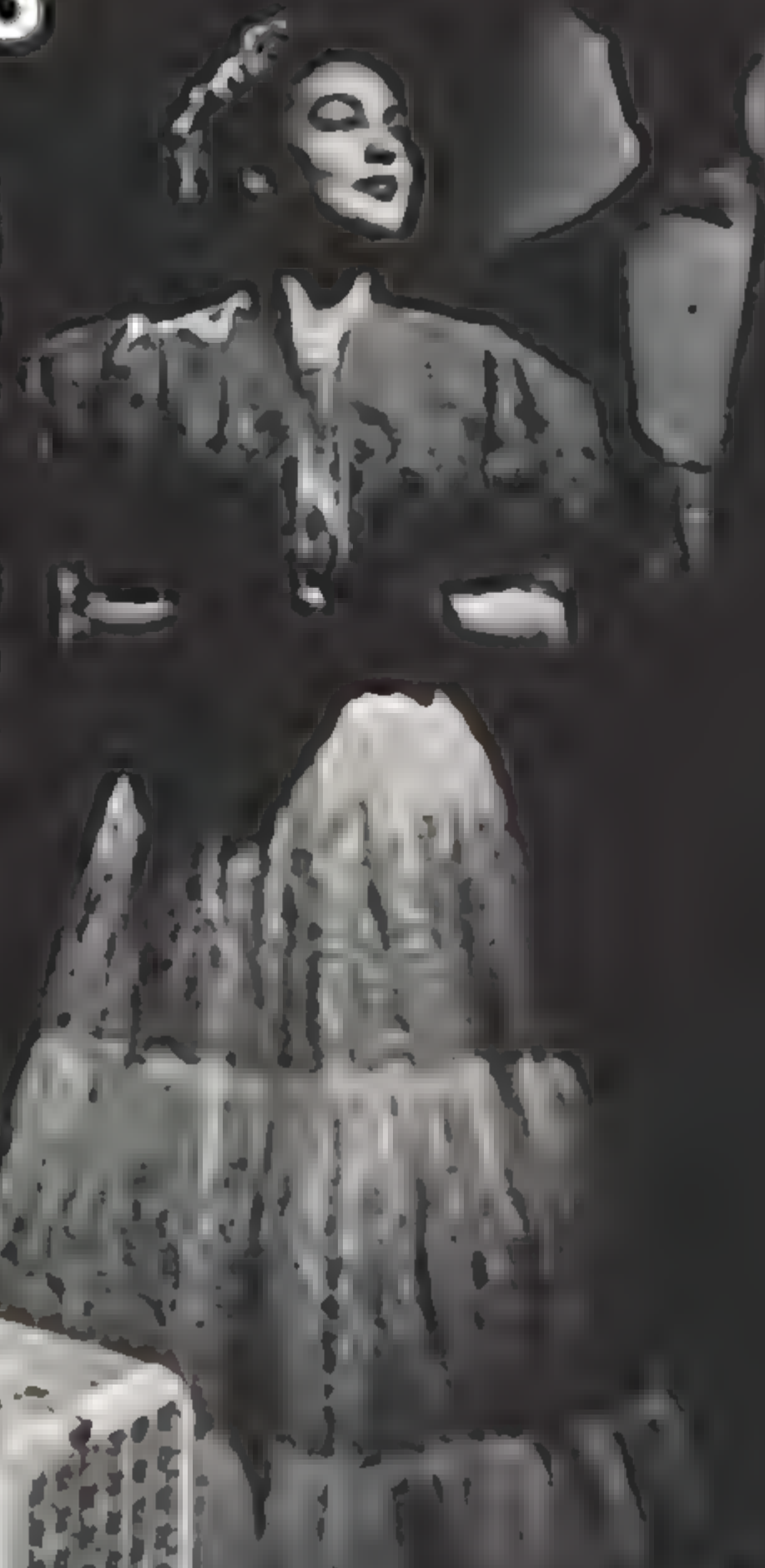
LEISURE  
FORMAL *Footwear*

AND THE FAMOUS "COMFYS"  
LOOK FOR THE NAME ON THE SOLE

Your tea-time slippers ought to give the impression that you — and they — have nothing else to do but look lovely. Daniel Green specializes in styles of this kind. The better shoe stores and shoe departments have them at reasonable prices. Send for booklet of the newest Daniel Green styles: "Look Lovely as Often as You Can." Address: Dept. V-3, DANIEL GREEN Co., Dolgeville, N. Y.

### INGENIOUS

Self-evident . . . the superb styling of Wheary Trunks and Luggage. But . . . look inside, note the ingenious packing arrangements and you'll know what we mean by the phrase "Yours for Good-Clothes-Keeping". Ask your Wheary dealer for a demonstration.



# WHEARY Luggage



Your luggage,  
please

Send for free booklet, "What to Take and How to Pack It".  
Wheary Trunk Company, Racine, Wis. New York Office  
Empire State Building



# Protection...Modern Style

with smart\*

## Sani-Scant



● Comfortable...Convenient...Fits Smoothly...Needs No Belt...Guaranteed Protection.

*Kleinert's*

### NOTE

Sani-scant is made in WHITE as well as tea-rose for wear under light summer frocks.

● Figure-fitting as a dancer's panty, smooth as your skin beneath tight-fitting skirts—yet adequately equipped with a protective panel that will repay your confidence with unflinching performance.

The pinning tabs inside are correctly placed to be comfortable and easy to adjust—no other belt is necessary.

Ask specifically for Kleinert's Sani-Scant—one dollar at any good Notion Department. Only in Kleinert's will you find the exclusive Kleinert's features which warrant that assured and comfortable feeling of *guaranteed protection*.



**IF YOU PREFER A SEPARATE BELT** ask for "Conture"—it's cut an entirely new way to follow the contours of your body in any position. Equally efficient worn high or low. Made of \*NUVO—Kleinert's velvet-textured elastic fabric which clings without cutting or pulling. 50¢ in Notion Departments everywhere.

*Kleinert's*



TORONTO, CANADA...485 FIFTH AVENUE, NEW YORK, N. Y....LONDON, ENGLAND

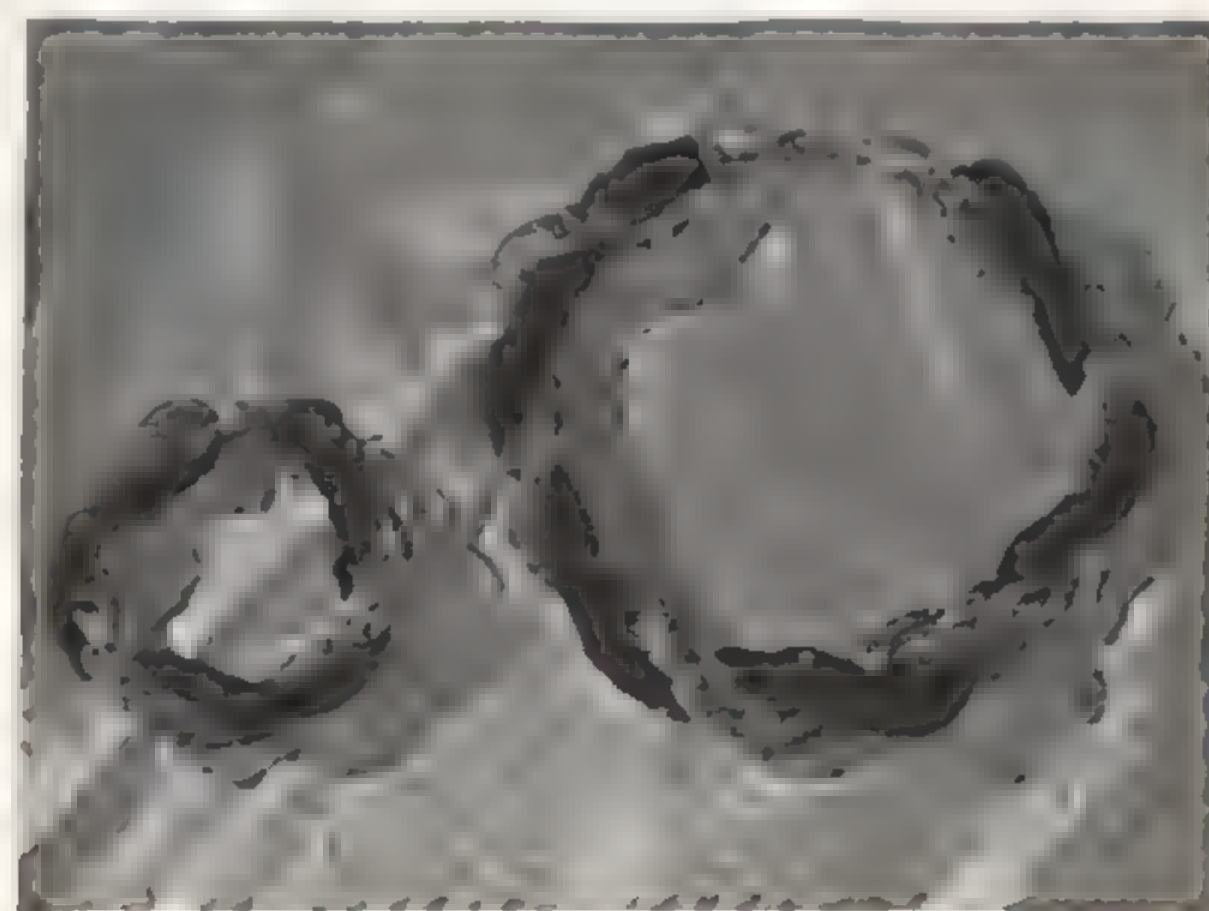
## SHOP-HOUND'S GAY GALAXY

(Continued from page 80)

Not until you get down to a basic dark crêpe dress can you begin to derive all the fun there is out of accessories, in relation to clothes. Here are some of the things you can do... Let two giant white gardenia-cloth magnolias blaze over one shoulder. They have long, cool green stems and wicked green centres. About \$4, for the group, at Altman. Also at Altman, and for just about \$1, you can acquire all the magnificence imparted by this Glentex sash. It's of chalk-white crêpe, double, and all of three yards long. Look, while you're there, at the Glentex sashes, all vivid multicoloured stripes or bright Paisley patterns on white. These are strong seasoning, day or evening; also about \$1.



It's not always that you find a brocaded evening sandal with a fresh, casual summer look. You find it at Cammeyer, 427 Fifth Avenue, in their new sandal of imported Chinese brocade. It's delicately made, with an open heel and an open toe. The brilliant Chinese-blue and coral pattern, on gold, has great charm; about \$10.75. Multicoloured suède strip sandals have all the ice-cream colourings, toned by royal-blue; about \$13.75.

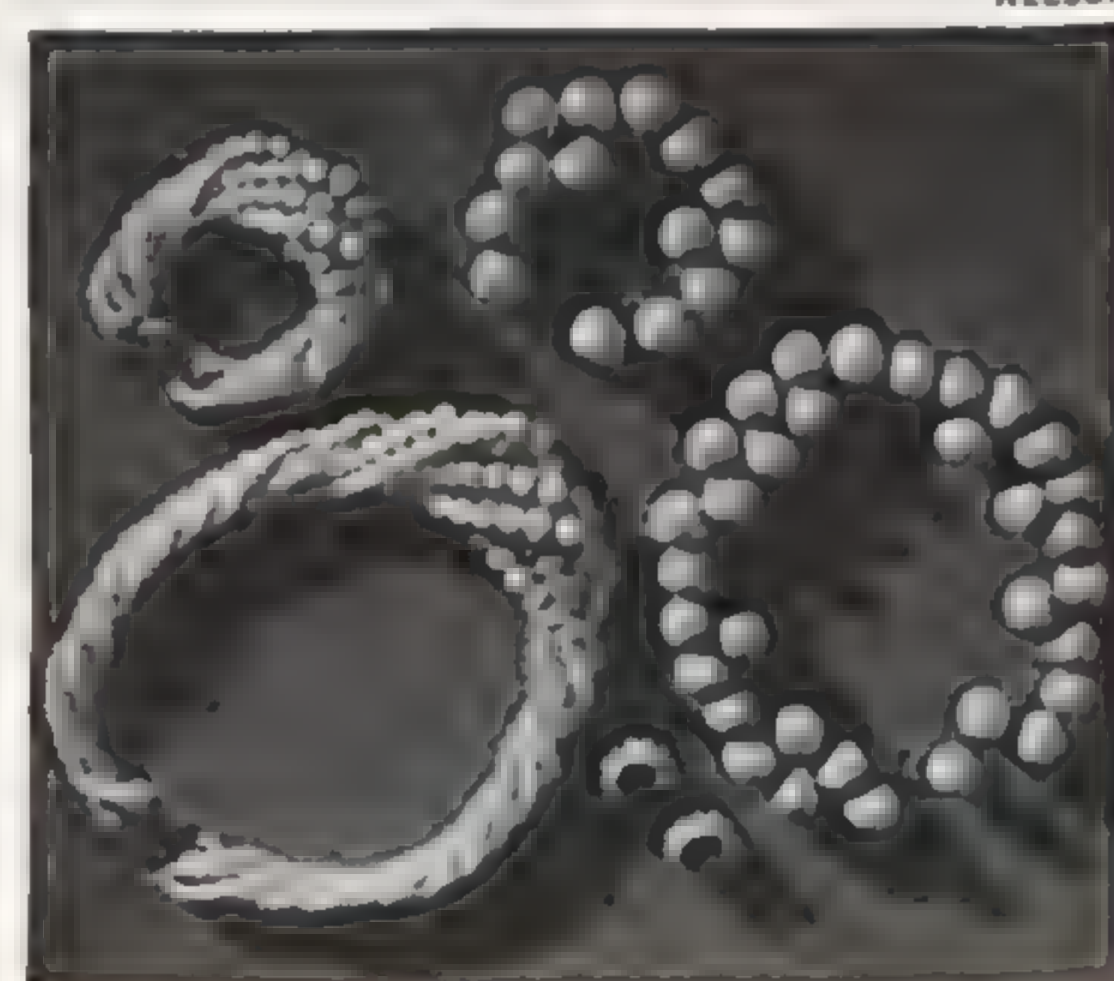


You can't wear just any kind of jewellery with casual summer clothes. So Shop-Hound has been making discoveries—among them, this set of Cellophane bugles in black and gold. Very slick and brilliant, and light as tinsel.

About \$8 for the necklace, about \$3 for the bracelet, at Le Petit Mouchoir on East Sixty-First Street. This Cellophane jewellery also comes in black and red—in a very airy lattice pattern. It's a good finishing accent to a black-and-white evening frock.

With dark, misty, bouffant evening dresses, so important in Paris, brief white hand-filet gloves might be very chic. Franklin Simon has slim, six-button pull-ons, with a diamond-patterned lace edge like fretwork; about \$3. Find there a collection of these "Wear-Right" gloves, in hand-filet or hand-crochet.

Shop-Hound throws a few more snowballs to cool your summer clothes. This porcelain jewellery has the cold, hard gleam of snow. It acts like a tonic on dark crêpe or linen dresses, and takes the place, in summer, of your pearls. John Wanamaker has this jewellery in several versions: the six-strand necklace and bracelet; and the white bubble bracelet and necklace—light in weight as puff-balls. Notice also, in this photograph, the clip-earrings—clusters of turquoise-blue beads. About \$4 a pair; at Bonwit Teller.



NELSON



## THE ETERNAL ROAD-COMPANY

(Continued from page 40) He and Clarabelle Cow, another veteran trouser, are a romantic team of many years' standing. But, like the Mickey-Minnie situation, their affair never seems to get anywhere in particular. One sees them everywhere together; and yet, on the other hand, one sees them everywhere separately.

CLARABELLE COW is capable of sudden and surprisingly effective action in emergency, but her habitual pose is one of fluttery and slightly startled femininity. To date, she has always played a wood-wind—usually the flute or the oboe—in the company's musical numbers, working the stops with her little finger religiously crooked. But one feels that Clarabelle could play the harp.

Actually, Clarabelle has only been this way since 1931, when the Will Hays organization suggested, delicately, that all cows in the Disney company should be clothed. Ever since she acquired that skirt and those ruffled pantalettes, Clarabelle has been aggressively ladylike—even a little prissy.

THE GOOF, who may or may not be some variety of dog, is another old stager: buck-toothed, unshaven-looking, futile, furtive, and completely well-meaning, he has shambled and simpered his way through most of the company's major successes—kept on more for old times' sake than from any real hope that he will ever accomplish anything.

PLUTO, the Principal Dog of the troupe, was given his initial try-out in 1932, in a Silly Symphony entitled "Just Dogs," where his entire lack of coordination was effective in a clownish rôle. Transferred to the Mickey coterie, he has since become one of its leading players of character parts.

Pluto plays those parts with his heart's blood. Unconsciously, he has developed into that traditional figure of classic drama, the Fool—the eternal scapegoat, the comic butt of an unkind fortune, the tragic buffoon. Too sensitive and sentimental, too much inclined to brood, he is ridden by a gnawing, relentless jealousy that gives him no rest; that makes his fundamentally weak character a push-over for temptation. Usually his better self triumphs in the end—after harrowing struggles—but his pathetically transparent schemings for revenge always end in ludicrous failure anyway.

Pluto has received star billing in three of his pictures; and his furrowed, mobile face figures in more close-ups than any other member of the cast. Pluto makes an excellent camera subject, because never, by any remote chance, does he succeed in fooling anybody.

PETER PIC, a mature edition of one of the deathless Three Little Pigs—shiftless, trifling, and thoroughly agreeable—was discovered in 1934, in a Silly Symphony called "The Wise Little Hen." He was cast as the President of the Idle Hour Club—an organization consisting of Peter and one other member, who was also Vice-President. His name was Donald.

DONALD DUCK had then, as now, a neat blue sailor suit, and a cap slightly askew: a harsh, unpleasing

voice; and an unfortunate swagger, obviously designed to conceal his lack of stage presence. And the fact that he consented to be the Vice-President of the Idle Hour Club—to occupy a subordinate position to anybody—shows how unsure of himself Donald was in this, his début.

But this diffidence vanished, with incredible speed, the instant it became apparent that he had clicked. In "The Orphans' Benefit," his first picture under the ægis of Mickey Mouse, Donald began to show himself in his true colours: as the hopeless exhibitionist, egocentric, and quack that he is.

CLARA CLUCK, of the incredible coloratura voice and the superb operatic figure, also made her début in "The Orphans' Benefit." (She sang the "Lucia" sextette single-handed.) But it was Donald—Donald, raucous, defiant, raging—who stole the show. From that day on, there has been no holding him. If any stability, restraint, or balance ever existed in Donald's character, his lightning success has effectually dispelled it. He has gone from simple conceit to insane vanity; from egotism to egomania; from arrogance to the last stages of a dictator-complex.

And, like most megalomaniacs, Donald is an utter, arrant coward, both physical and moral. His bristling belligerence is the hollowest bluff; at the first sign of danger, he turns a livid yellow and flies into a blind, shameless panic. His moral inferiority is betrayed by his haunting fear of slights to his vanity; he is hypersensitive, querulous, morbidly quick to take offence.

Yet Donald is not entirely antisocial. In his lucid intervals, he is hectically gay, and even hectically philanthropic. Look at all the things he does, or tries to do, for those fiendish orphans—in "The Orphans' Benefit," "The Orphans' Picnic," even in "Mickey's Circus," Donald has made the most impassioned efforts to entertain them: but the orphans, like a gleeful Greek chorus, are implacable. They trick him; they mollify him with flattery and soft words; then they trick him again. The ingratitude of these orphans, as much as anything else, has made Donald the stormy, suspicious duck he is to-day.

At any rate, Donald's titanic struggles with the orphans prove that somewhere in his knotty, twisted nature there is an underlying streak of sentiment. It is the same sentiment, the same fundamental kindness, that illumines all the peccadillos of the crack-brained Minnie, the blundering Horace, the saccharine Clarabelle, the foolish Goof, the ponderous Pluto, the loutish Peter, the pompous Clara: that endears their every weakness to a world ruthlessly intolerant of weakness. That, and an unsinkable gaiety; and a way of bouncing up again—of refusing to admit defeat; and a quality of innocence.

Much credit, of course, is due to their impresario, Mr. Disney; to his beautifully-mounted and tuneful productions, his swift-paced direction, his fine hand for comedy—high, low, and slapstick. But it is the troupe itself, in all its magnificent, ageless absurdity, that is the real nine-years' wonder.

LYDIA E. SHERWOOD



*Brides expect to be married a long time*

So what better wedding gift is there than a Seth Thomas Clock with lasting style and performance? The new clocks are at the better jewelry and department stores. You may choose an electric or an 8-day, silent or with hour and half hour strike, or if you prefer, with Westminster Chimes. Seth Thomas Clocks, a Division of General Time Instruments Corp'n., Thomaston, Connecticut.

**GIVE ELECTRIC CLOCKS THAT LAST**  
*by Seth Thomas*





**WRIGLEY'S  
DOUBLE MINT  
CHEWING GUM**

PEPPERMINT FLAVOR

HOUSEWIVES I  
ENJOY DOUBLE MINT GUM  
DAILY WHILE YOU WORK...  
LET IT HELP YOU KEEP YOUR  
FACE AS CAREFREE AND AS  
ATTRACTIVE AS A CHILD'S.

## HEAT-WAIVERS

(Continued from page 65) It's almost embarrassing to suggest cool washable slip-covers for the furniture, but it's astonishing how many people haven't them. Cover not only the living-room furniture, but also dining-room chairs.

If your bed is draped, substitute white book-muslin and have a counterpane to match. Do the same for your dressing-table, if it's skirted.

Whitewash the inside of the fireplace. Either keep a fire laid with a crisp white paper fan under it, or fill the hearth with laurel. If you do the latter, keep the laurel fresh.

Choose plants or flowers for your rooms that look cool and *smell* cool—which means not too heavy or cloying a perfume.

If your dining-table will fit in a window, put it there, give it a mirror top, and dine in a breeze. Get hurricane shades for the candles.

**TO SIMPLIFY THE UPKEEP:** If you have a terrace or roof-garden and not an inexhaustible flow of cash for upkeep, concentrate on cool green planting. Flowery accents can be had: (a) by buying flowering plants in pots; (b) by arranging cut flowers in dark green tin cemetery vases that have prongs to stick in the earth; or (c) by getting some one from Paris to send you those white porcelain flowers with which the sentimental and thrifty French deck graves. After a shower or hosing off, these sparkle like young moons.

For terrace furniture, use bamboo, wire, or rattan—painted white if you can stand the upkeep, otherwise in a cool dark or neutral colour, such as navy-blue or grey, with lemon-yellow or white washable cushions. For terrace service, have simple tin trays in an effective colour and buy

a flowered tea-set of china instead of your silver formalities.

**TO SERVE COOL FOOD:** Don't forget that cooling food doesn't necessarily mean iced food. Consider how people in the tropics eat. Hot soup, hot tea, et cetera cool you, unless the humidity is so great that these pore-openers give no relief because the air can't absorb any more moisture.

Don't forget that sugars—rich desserts and heavy sweets—are heat-makers. Go in for long cool drinks.

Eat lightly and often rather than too much at a time, even if this means serving a slim dinner followed by something else as early as ten o'clock. Some doctors have made fortunes merely by telling their patients to keep in trim by eating every two and a half hours.

**TO BE A COOL HOSTESS:** If you're the least overweight, go to an exercise salon and thin down before the summer starts.

Go to your hair-dresser and arrange for a simple way of doing your hair that doesn't mean hours under the dryer.

Have plenty of washable evening dresses. Remember that nakedness doesn't look as cool as thin crisp material.

Choose a summer perfume that is light and fresh, and have sachets to match, for scenting your clothes.

Never, never sit around and moan about the heat, nor allow yourself to get into a temper about anything. If you find that the drawing-room ceiling has fallen, invite your friends in and have a good laugh.

Begin the summer by telling everybody that you're so fortunate because you don't feel the heat. By August, you'll probably believe it.

## DESIGNS FOR DRESSMAKING

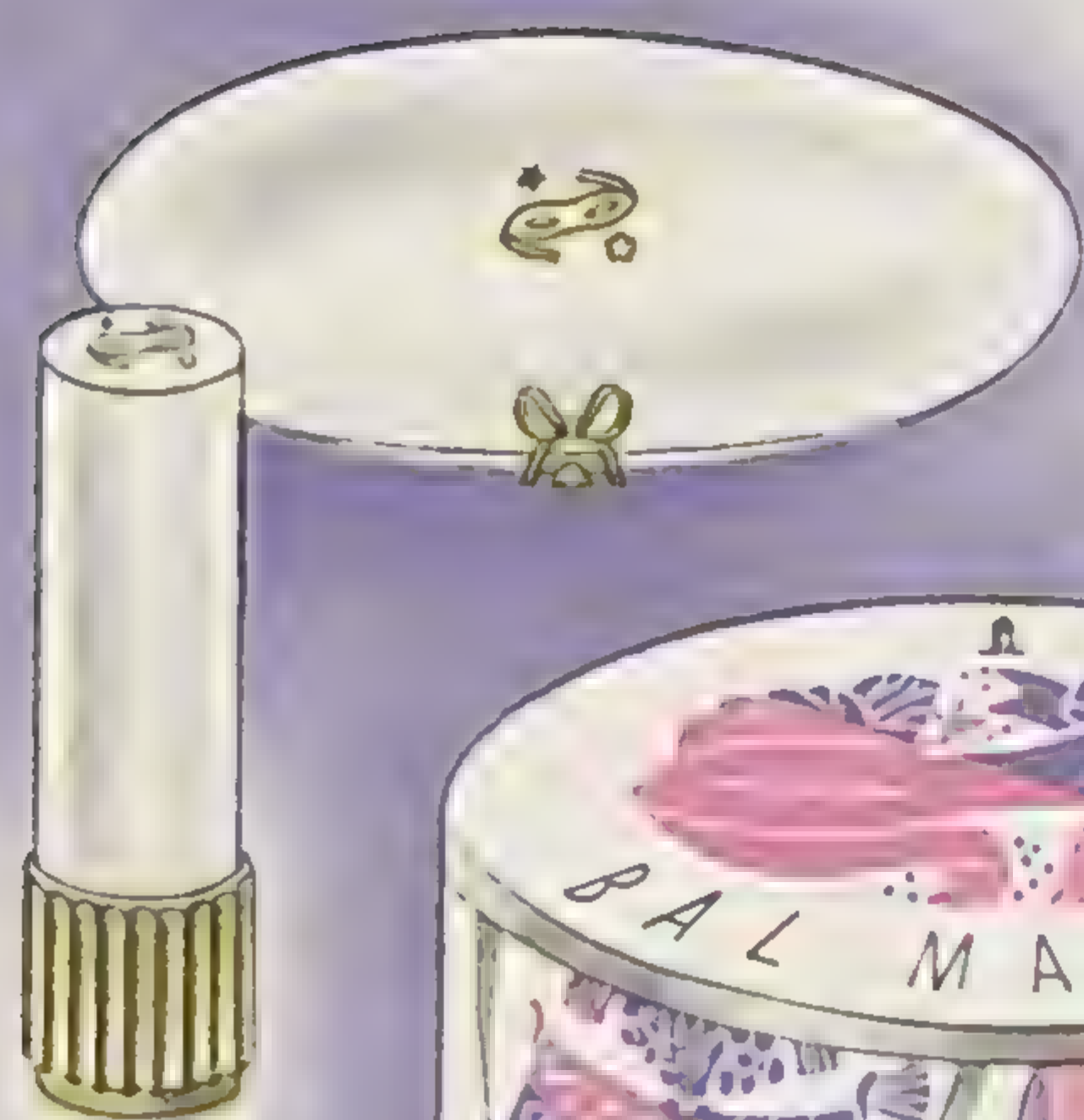


Cooling systems for July and August—these short-sleeved frocks, shown also on pages 78 and 79. Designed for sizes: 513, in sizes 14 to 20, 32 to 42; 7729, 511, and 7748, in 12 to 20; 34 to 40; and 7733, in 12 to 20, 30 to 34

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 96.



# BAL MASQUÉ



## "Three Silent Messengers"

(three 2-oz. flacons of Bouquet Lenthéric) \$1.95

Soap (four cakes, in Lilas, Lavande or Fougère) \$1.00

Lipstick \$1.00

Compact \$1.50

Face Powder \$1.00

Bath Powder \$1.00

beauty requisites  
by **Lenthéric**  
parfumeur paris

WHEREVER FINE PERFUMES ARE SOLD



**S**TAUNCH traditions govern certain individuals — and certain industries. One is the desire for the best. It is exemplified in many Americans who have owned Lincoln after Lincoln as the years have gone by, and would own no other. . . . The same desire for the best dominates the whole Lincoln organization. Their tradition is to build as nearly the perfect car as is humanly possible. They spare neither time nor expense. Engineers true to the Lincoln tradition designed the smooth, eagerly powerful V-12 engine. Body builders acknowledged that tradition when they combined sweeping, graceful, modern lines with a dignity which is Lincoln's own. And the tradition dominates workers in steel or paint or upholstery. They are meticulously thorough, unhurried, patient enough to fashion in the better way. . . . The result is a motor car unsurpassed in distinction, luxury, security. It is a powerful car, of course. It is a safe car. More, it is a car which says of its owner this: "My tradition is to recognize the best." . . . Twenty-one body types include custom models by Brunn, Judkins, Le Baron and Willoughby. Lincoln Motor Co., builders of Lincoln and Lincoln-Zephyr V-12 motor cars.

THE LE BARON CONVERTIBLE ROADSTER

THE

*Lincoln*





## RAOUL DUFY

The Gayest and Most Colourful of Modern French Painters

By Frank Crowninshield

A CHEERFUL little holiday—a morning full of tonic and surprise—is a visit to the studio of Raoul Dufy in Paris. There, colour, invention, movement, and life are everywhere in evidence—dancing on the walls, on the easels, in those open portfolios of water-colours, in the little gouaches lying on the tables, and, very particularly, in the artist himself.

For, more than any painter of our time, Dufy has injected the note of gaiety into modern art. Himself an optimist, full of faith, laughter, and high spirits, he has dedicated himself to the task of making life a little more bearable and a little less grim, for the rest of us. "If Fragonard," he said, "could be so gay about the life of his time, why can't I be just as gay about mine?"

The same creed of happiness and fantasy which we find in his oils and water-colours is reflected in the many designs that he created for the Beauvais tapestries; in the ceramics and glazes that he decorated so happily; and in the hundred and one vivid fabrics that he executed, first for Paul Poiret, the French dress-maker, and later for the firm of Bianchini. But, beside the note of gaiety and fantasy in the man's work, there is, in everything he paints, an extraordinarily developed decorative sense. No artist of our day is so indubitably a decorator; a fact which will be revealed with fresh force when the gigantic mural that he is just completing for the Paris Exposition is finally exposed to view.

### DUFY MATERIALIZES

As regards his fabrics for dresses, there is an amusing story concerning the Duchesse de N——, a lady who, in visiting an exhibition of Dufy's paintings, with Dunoyer de Segonzac, the French landscapist, confided in him that she thought Dufy's pictures preposterous. "They are," she said, "exotic and improbable; furthermore, the colours in them irritate and exasperate me."

"It is possible, Madame," the painter answered, "that you will in time become accustomed to them, inasmuch as the dress fabric that you are now wearing—the little design of butterflies and wildflowers—and the one that you wore yesterday (I mean the one composed of parrots and monkeys) and the material on the chairs in your salon were all designed by the same artist."

Put a fabric by Dufy in a modern boudoir or place a painting by him in a dealer's window, or a water-colour of his in the salon of an aristocratic lady, and, suddenly, a blaze of colour will seem to be born in the room: a blaze of something dancing, something seemingly alive, like the light from a fish in the Bahamas, or from a tray of gems in a jeweller's window. Or try putting a landscape of his (say one of the "blue" series which he painted at Nice, in 1927) among the American paintings in the Metropolitan Museum, and see how suddenly

our native pictures will grow grey, despairing, a little dead.

Humour and fantasy are implicit in everything he does, in all those happy pageants he paints so well—those scenes full of modern people, in modern cities, with modern backgrounds and costumes. And how gay and diverting those little scenes are, to be sure; those race-courses, sailboats, tennis-courts at Trouville, picnics in the Bois de Boulogne, yachts in the harbour at Deauville, steeple-chasers in the paddock at Longchamp; those *soirées de gala* in French society, canoeists, *fêtes galantes*, villas on the Riviera, even the colourful *odas* in the Sultan's harem in Morocco.

### THE MAN THAT IS DUFY

Dufy is a man of great simplicity, modesty, and personal charm. He works prodigiously, strikes no attitudes, nourishes no jealousies, and makes never a pretence at being a god or superman. Above all, he despises, in life as well as in art, anything that is pompous, vulgar, insincere, or banal. He was born in Havre, sixty years ago and studied there under Charles Lhullier, an old pupil of Cabanel's. From Lhullier, he went, in 1900, to the somewhat austere Bonnat at the Ecole des Beaux Arts in Paris. He has travelled much, met everybody, knows the world, and is *persona grata* in half a dozen levels of French society. Even in his early twenties, Dufy was painting with the authority of a master, a fact attested by two familiar canvases of his: the "Beach at Havre," painted in 1902, and the classic and austere "Concert at Havre," completed in his twenty-fifth year. (His "Sainte-Adresse" is reproduced on page 30 of this issue, by permission of the Pierre Matisse Gallery.)

At one period in his career, he tried his hand at painting a series of Hindu models. The women and the backgrounds were enough like the canvases of Matisse to give the world a handle for saying that the older master was affecting the younger man's art. But even a hasty comparison would prove the charge untrue. For one thing, there was always a touch of humour in Dufy's conception of such scenes at Marrakesh. There was none in that of Matisse. Again, Dufy's interest in painting the nude was then, and has remained, a good deal centred on the human, living model; whereas, with Matisse, the interest in such cases was a good deal more absolute and detached.

In Dufy's younger days, he was usually classed with a group of painters who were then called "Les Fauves" (literally, "the wild"). These men—Derain, Friesz, Vlaminck, Segonzac, Matisse, Rouault, Dufresne, and Utrillo—composed the so-to-speak Expressionistic wing of the school of Post-Impressionism. Their movement had grown naturally and inevitably, out of the work of two earlier masters, Gauguin and Van Gogh.

America was quick to sense the force of (Continued on page 93)

# A Clean Face

is the secret of radiant beauty



BEAUTY authorities agree that thorough cleansing is the most important step in complexion care. A simple step, too, since Daggett & Ramsdell created the new Golden Cleansing Cream—a more efficient skin cleanser could not be obtained.

### New kind of cleansing

Golden Cleansing Cream contains a remarkable new ingredient, colloidal gold, with an amazing power to rid skin pores of dirt, make-up and other impurities. You can't see or feel this colloidal gold, any more than you can see the iron in spinach. But its special action makes Golden Cleansing Cream more thorough than ordinary cleansers, and tones and invigorates skin tissues meanwhile.

### Make this simple test

Apply your usual skin cleanser.



Wipe it off with tissue. Then cleanse with Golden Cleansing Cream. On the tissue you will find more dirt—brought from pore depths by this more effective cleansing.

Try it tonight. See for yourself how fresh and clean Golden Cleansing Cream leaves your skin. You'll find this new cream at your drug or department store for just \$1.00.

## Daggett & Ramsdell

### GOLDEN CLEANSING CREAM

Daggett & Ramsdell, Room 1980, 2 Park Avenue, New York City

Dept. V-4

Enclosed find 10c in stamps for which please send me my trial size jar of Golden Cleansing Cream. (Offer good in U. S. only.)

Name .....

Street .....

City .....

State .....

Copyright 1937 Daggett & Ramsdell





*Warm Weather Suggestion...* to keep cool and collected select this original Lampl Kravene. You'll adore the loveliness of its soft non-wrinkling texture styled to fulfil your every wish. Make it a *must* on your shopping list to headline your summer wardrobe. Just one of a collection of Lampl originals now on display at important stores everywhere.

• A few representative stores featuring Lampl fashionable knits •

THE J. L. HUDSON COMPANY, Detroit • THE LINDNER COY., Cleveland  
KAUFMANN'S, Pittsburgh • THE EMPORIUM, San Francisco • BOSTON STORE, Milwaukee  
THE DAYTON COMPANY, Minneapolis • FRANCES SHOP, South Bend  
THE BROADWAY, Los Angeles • THE LION DRY GOODS COMPANY, Toledo  
PHILPSBORN'S, Washington • WOLF'S, Des Moines • BESTEN & LANGEN, Louisville  
H. C. CAPWELL COMPANY, Oakland • THE JOHN SHILLITO CO., Cincinnati  
THE FASHION COMPANY, Columbus • ALVIN T. ARMSTRONG, Nashville  
CHARLES H. BEAR & COMPANY, York • T. S. MARTIN COMPANY, Sioux City  
BOWMAN & CO., Harrisburg • DANIELS & FISHER STORES CO., Denver  
RINK'S STORE INC., Indianapolis • GEO. INNES COMPANY, Wichita  
GEORGE B. PECK COMPANY, Kansas City • B. FORMAN COMPANY, Rochester  
THE MAY COMPANY, Baltimore • PAUL STEKETEE & SONS, Grand Rapids  
**LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO**

## GALLEY SLAVES

(Continued from page 32) Jersey, Pennsylvania, and Maryland down to Chesapeake Bay, and perhaps on to Florida. You can start from New Orleans up the Mississippi right into Minnesota. Go from Chicago through Lake Michigan to Mackinac. Or even go from Long Island Sound to New London, Newport, Vineyard Haven, and so on around Cape Cod to Portland, with a dash through Fisherman's Passage to Bar Harbor.

But if it's racing you want and not cruises, then you'll find that the Yacht Clubs are specially interested in small-boat sailors, the very spine of all yachting. Their boats are mainly the small one-design craft, comparatively inexpensive, the product of individual designers, all as alike as the windows in an office building. Coveys of these one-designers can be seen any weekend anywhere on any waters, flitting like sand-pipers. Their success, being all alike, depends entirely on the skill of the skippers, and many of them *like* to have girls on board.

Most of the girls who get taken along more than once on any one boat are pretty good shipmates, especially if they have the rare faculty of keeping quiet at important moments, learn things without being told more than six times, and gracefully overlook any cutting remarks fired in their direction by the skipper in moments of great stress. He really meant it at the time, despite subsequent apologies (if any), but it's a skipper's privilege and habit and is wholly impersonal. When emergencies arise suddenly, there's no time to be formal.

### THE GIRL ON THE BOAT

There are some jobs that girls can reasonably be expected to do on boats, and some they can't. Any girl with reasonable intelligence can learn to steer for a visual mark or on a compass course. Any girl can learn the theory of trimming sails, and bear a hand to trim them when the boat isn't too big or the wind too strong. Any girl can row a dinghy, or learn to handle dock lines, or pick up a mooring, if she's willing to put her mind on it and not break off in the middle to admire the sunset or try to make out who that is on that boat over there. No woman can reasonably be expected to bring aboard a hundred-pound anchor, or hoist a heavy mainsail, or trim a big genoa jib in a breeze, but if she can drive a car she ought to be able to start, and operate the controls of, a modern marine engine, most of which are just disguised automobile motors anyhow.

Just to show how a girl can catch on to the spirit of the thing, consider the wife of a man I know. Last summer he borrowed a boat and took her sailing, almost for the first time. It became necessary to tack suddenly, and he snapped "Let go the jib sheet." No action.

Louder, he roared, "Untie the little string behind you."

This time, he got an answer, "Just wait until I finish knitting this row."

That was last August. During the winter he bought a boat. And yesterday, the same girl was scraping barnacles, painting the dinghy, and over-

seeing the mechanic who was fixing up the motor. And apparently loving it.

On cruises in small boats it's only fair that women do the cooking—or most of it—and help keep the cabin reasonably clean. After all, before women were allowed on small cruising boats, men were satisfied to live on simple and not always too-well-cooked fare; and they preferred good, comfortable dirt around to having to be cleaning it up all the time. The girls insisted on a higher standard of marine living, so let 'em take the responsibility of it.

### THE GALLEY SPRUCES UP

Incidentally, the feminine influence is pretty evident in boat equipment. Not only have things been dressed up to please the feminine eye, but the stock motor-boat builders, in particular, have found, like the automobile builders, that, in a lot of cases, it's the wife who has to be sold. A few years ago, one firm of stock cruiser builders abandoned their old catch-as-catch-can galley arrangements and put a lot of thought and some money into making the galley (kitchen to you) a shrine of gleaming metal, with every conceivable requirement for cooking provided for, every utensil hung just where it would be most convenient, and all that sort of thing—in other words, the perfect kitchen in a four-by-five space, or about that. Every woman who attended the motor-boat show that year went into ecstasies about "the cute little kitchen." A lot of them made up their husbands' minds to buy that boat instead of some other, and, in a season or two, all the other stock cruiser builders had more or less followed this ideal set-up.

Once you get the hang of it, you can produce any meal for half a dozen people in a properly equipped small boat's galley that you could in your apartment kitchen at home. You can even cook under way, if you don't mind holding the coffee-pot on with one hand and the frying-pan with the other when it gets rough, but I have noticed that, when it gets a little rugged, the lady of the ship generally likes to sit out on deck, and one of the hardier males inherits the galley. Of course, there are women who say that they go yachting for a vacation and a change, and it's not fair to expect them to cook because that's what they do at home. Husbands find that the best cure for this attitude is to let whichever man aboard is known to be the worst cook get a couple of meals that the lady has to eat.

One of the causes of the war between men and women on boats is that the women—some women, that is—will insist on redecorating things. A man, as a rule, wants a boat to look like a boat, whereas some women never seem to be satisfied unless they can make it look like a boudoir. This isn't always true, however. The cabin of one of the Cup defenders, a few years ago, was designed and decorated by a woman, and was a very shippy-looking job indeed.

The participation of women in racing has done much to publicize the fact that the ladies are going to sea for pleasure nowadays. It isn't exactly new, either. (Continued on page 93)



## RAOUL DUFY

(Continued from page 91) Dufy's authority as a painter. Hardly a collector of modern pictures in the East but boasts of a canvas by him. Only last week, the Chicago Art Institute purchased an important and enchanting oil of his entitled "A Window at Nice," a composition seemingly made up of resonant blues alone. (This picture, by the way, will be reproduced in colour in a not too distant issue of Vogue.)

Dufy will probably be remembered longest as an inspired painter of Paris: the creator of a thousand magical scenes in the *ville lumière*, the city he loves; spoken of as the genius who gave an added life to the Eiffel Tower, to Montmartre, to the areas surrounding the Bourse and the Arc de Triomphe, to sunlit mornings on

the rue de la Paix, to happy scenes on the Seine, at the Grand Prix, even in the shadows of Sacre Cœur.

In the graphic arts, Dufy has long been a figure of the first magnitude; a draftsman of intuition, intelligence, and power; a master, perhaps a little less amazing than Picasso, or Segonzac, but certainly one of the half-dozen notable graphic artists of our day. Etching, lithography, and illustrating have been major preoccupations with him since 1910, when he illustrated—with a series of wood-blocks—Guillaume Apollinaire's *Le Bestiaire*, a book which promptly went out of print. His most important and ambitious illustrated book—*La Belle Enfant*—was issued in Paris with the imprint of the redoubtable Ambroise Vollard.

## GALLEY SLAVES

(Continued from page 92) The first women's national sailing championship was held in 1924 at Cohasset, Massachusetts, and won by Ruth Sears and a crew of girls of the Cohasset club. The following year, Mrs. Charles Francis Adams put up a perpetual trophy for the ladies, which has been won twice by Miss Sears; once by Margaret Swain, of Cohasset; five times by Lorna Whittlesey, of Greenwich, Connecticut; once by Frances Williams, of Cohasset; once by Clara Dinsmore of Edgartown, Massachusetts; and for the past two years by Frances McElwain, also of Cohasset. In fact, if it hadn't been for Miss Whittlesey and her Indian Harbor Yacht Club crews, it would have been almost a Cohasset monopoly.

### RACING SKIPPER

Miss Whittlesey, who is now Mrs. Fred Hibberd and is still racing boats, is the most famous of all women racing skippers. When Lorna, as a small girl of around fifteen summers, commanded a boat in a junior regatta, she drove her crew of small boys like a bucko mate, and made monkeys out of the boys of her own age who were competing against her. There wasn't one of them who would admit that she could sail a boat (this was before she grew up into one of the most attractive young ladies around), and there wasn't one of them who could beat her.

This small-boy objection to being beaten by a mere girl carried over to some much older men a few years later, when Lorna won the championship of the Sound Interclub class—which was at that time about the toughest championship on the coast for a skipper to win. She is almost the only girl skipper who has been able to hold her own among the best men skippers in the game, year in and year out, though there have been others. Elizabeth Hovey has taken over some of the best men skippers at Marblehead. Little Patsy Raskob cleaned up the Star fleet on the Chesapeake some years ago and became the first girl to sail a boat in a Star class world's championship. And so on.

Miss Whittlesey once had the helm of an America's Cup class yacht,

temporarily, but most women racing skippers do their best in small boats, owing to limitations of sheer bull strength, which, they will assert, is all the men get by on anyhow. Women and girls often star in the little one-design classes around sixteen feet over all—Snipes, Comets, Wee Scots, Baby Knockabouts, and such classes. When the Frostbite dinghies came along, they were a natural for the girls. There is nothing about them that takes more beef than a normally healthy girl could exert, and there are some excellent skippers among the girls who sail ten- and twelve-foot open boats around in the winter-time.

### OCEAN RACING—FOR MEN

There is just one branch of yacht racing where the ladies are definitely not welcome, and that is ocean racing. A girl may be the best shipmate in the world on a cruise, and she may be the best skipper in the class in an afternoon race, but on an ocean race she is still a nuisance and a handicap. Ocean racing can be just as easy and restful as a row on the park lake, but it can also be a heart-breaking, back-wrenching, dangerous struggle with the elements for days on end. Under such conditions, every man in the crew has to pull his own weight and a few pounds more, and he can't be pulling a woman's weight, too. And when things ease up and he goes below after two or three consecutive knock-down-and-drag-out watches on deck, he wants to pull off his wet clothes and throw them in a corner, curse the weather, the ship, and the skipper in the language that comes most natural to him, and relax without having to think of any of the complications of sailing in mixed company.

In fact, ocean racing is about the only form of yachting in which the male can seek sanctuary these days. The ladies may point out that cruising boats, both motor and sail, have multiplied mightily since they began to be taken along and quit beefing about being boat-widows; and they may win all the cups that they are smart enough to get in afternoon racing, and welcome. But leave us our ocean racing in what we call peace.

# Natural

# make-up

The Perfect  
accompaniment  
of  
social  
charm

MRS. MARSHAL E.  
TEMPLETON

gracious member of exclusive Grosse Pointe, Michigan society says—"Many of my friends, as well as myself, use Beauty Counselors products. The creams are certainly helpful and your shades of powder and lipstick are a real aid to natural make-up."



Everywhere Beauty Counselors' trained representatives are eager to tell you of a new and appealing technique to retain youth and freshness . . . a

simple and sensible method which aids buoyant skin health + + Beauty Counselors' products embody the most recent and worthwhile scientific developments and are based on clinical observation and experience. Results are extraordinary . . . effective and lasting! + + Smart and luxurious, these advanced formulae are pure and germ inhibiting. Their use will safeguard loveliness . . . will bring you the mental poise which accompanies exquisite grooming + + Thousands of women know by experience how almost miraculous is the transformation + + Your Beauty Counselor's visit will prove both helpful and interesting and if you have not yet made her acquaintance, a postcard to us will quickly bring her name and address.



## BEAUTY COUNSELORS, INC.

Beauty Counselor's service is rendered only by trained Counselors. Many communities are still available for exclusive representation. If you are interested in dignified, semi-professional work and in earning a substantial weekly income, fill in the coupon for full information.

Beauty Counselor's Inc., (Dept. V) Penobscot Building, Detroit.

Without obligation on my part send me details of your service.

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





*IVORY TIPS*  
*protect the lips*

# MARLBORO

*Mild as May*

MARLBORO CIGARETTES

*A Cigarette created by Philip Morris*

*Charm begins with* **REST**

When you're weary, nervous and fretful, put in your bath a spoonful of

## Balpine

**\$5.00**  
quart bottle

*A superior pine needle bath oil*

**B**USY women, known for their charm, depend upon the relaxation of a Balpine bath to renew them, body and soul, after a tiring day. Put a spoonful of Balpine into a warm tub and sink into this soothing piney fragrance. You'll feel your pores open up, your nerves uncoil, your blood circulate with renewed vigor. You'll emerge tingling with vitality.

JUNIOR SIZE	HALF PINT
<b>\$2.65</b>	<b>\$1.50</b>

At all Leading Stores and Shops or Write—

PINE PRODUCTS INTERNATIONAL, INC.  
443-445 West 41st Street, New York



## COOL CLOTHES



YOU'VE probably been told by your friends and your physician that most women look their best when they're having a baby. This is true, but don't expect the state of Nature alone to keep you beautiful. "Waiting for baby" during long, hot summer months requires a special clothes technique if you're going to continue to enjoy a normal life. No sane expectant mother does a disappearing act any more; nor does she live in the vain hope of disguising her figure completely.

To-day, you accept your state with pride, and enjoy pretty clothes as much as if you were a perfect fourteen, instead of an enlarging thirty-six.

Plan your hot-weather clothes as carefully as if they were a trousseau; you'll need their aids to your morale. And plan your daily régime not only for health, but for immaculate grooming. If you can't keep your figure, keep your vanity anyway! Don't decide that "Maternity clothes are all alike" and buy them for their inconspicuousness. Choose a specially becoming model and duplicate it in several materials. Dress your type as definitely as you have always done before.



Your physician undoubtedly has told you to walk. Tramp around the golf course in the early morning with your husband, or take to country lanes, with your dog, in a dress like the second one on this page. It is of washable suède crêpe (don't be afraid of the soft, pink shade); is tailored with a nice precision; and has a wrap-around adjustable skirt. Around \$20 in the Maternity Shop at Saks-Fifth Avenue, New York and Chicago.

If you have retired to your farm for the summer, go peasant. Or go peasant anyhow if you happen to like it. In the upper left-hand corner is an accommodating peasant frock with an apron over the wrap-around adjustable pinafore. It is of multi-coloured cotton print (around \$15 in Bonwit Teller's Maternity Shop), so enchanting that your friends may adopt it, too.



Have plenty of informal evening things. The chances are you'll be seeing most of your friends in your own home, and you can have all sorts of amusing, individual house-coats and tea-gowns. It's the chance of a lifetime really to indulge yourself, and any one of these lady-of-leisure concoctions is infinitely flattering.

At the left is a good choice for summer evenings, with its full, wrap-around skirt tying at the side. The sleeves are full too, to balance the wider hip-line, and the little sleeveless jacket ripples above the waist. It's made of a red-and-white print rayon, and is the sort of dress you might choose anyhow, baby or no baby, for its coolness and general becomingness. About \$25 in the Maternity Shop at Lord and Taylor.



## FOR A LADY IN WAITING



Here is a tea-gown with definitely morale-lifting qualities. White satin, printed in pink flowers, makes the slip, cut surplice-style and tied at the side. Over this goes a voluminous-sleeved, watermelon-pink chiffon coat that falls to the floor in ample folds. You might have a collection of slips—white, pale pink, blue, or printed—and wear the coat with each. About \$70 in the Négligé Shop at Altman.

If you are staying in town through the summer, there are short-cuts to coolness that will help you through the weeks. Pad around the house in children's sandals; in Mexican huarachos or Spanish espadrilles, or sandals made of unlined suède. (Macy's slipper shop has a number of cool, low-heeled versions of these "softies.") Get some one-piece dresses of Celanese or rayon jersey—it is one of the coolest summer fabrics extant, with a comforting, slippery feel. The Plymouth Shops have a model (not designed for maternity, but wearable up to a point) that sells for the astonishing sum of about \$9, complete with shorts beneath. Unless your physician advises you to wear a corset, you'll need only a brassière with this outfit to be completely and coolly dressed. Put fresh flowers in your hair at night. Change from your usual perfume to eau de Cologne or toilet-water in fresh flower scents, and use it plentifully. Have a new permanent at the beginning of the summer, and keep your hair as short as is becoming.

In the country, wear gay cotton smocks, and milkmaid frocks; and full, soft peasant blouses that will turn you into a blooming, mother-earth sort of person. Try the trick of full, coloured cotton aprons, tied, country-wife fashion, over your cotton dresses. Or take twin, printed handkerchiefs, and knot them about your neck, fichu-style. Be guided strictly by your physician in the matter of corsets, but, if he does prescribe one, you'll find that several makers have designed them in summer weights. Camp makes a maternity support in mesh fabrics, and there are lighter-weight, lace-trimmed models in other standard maternity corsets, which let you go through the summer in comfort.

For luncheon in town, bridge, and so on, choose dark, sheer fabrics or prints designed to give an illusion of slenderness. Wear them with enormous cart-wheel hats; good to balance the figure and extremely smart in their own right. Left, in the illustration, is a navy-blue sheer coat, worn over a blue-and-white silk print. The dress wraps around; the blouse has a V neckline. It is around \$45, in the Maternity Shop at Saks-Fifth Avenue, New York and Chicago.

At the right, is a beet-red chiffon, printed in white. The dress is wrap-around and has pleats in the skirt and a casual jacket. About \$35 in Bonwit Teller's Maternity Shop.



OWNED AND OPERATED BY THE STATE OF NEW YORK



*This Summer...* PLAN TO VISIT SARATOGA SPA

...AND PLAN  
NOW FOR THE

*Bonus Years of Life*

Life expectancy is increasing. No longer are men and women content to let "life run its normal course." They know that periodic check-ups and cures now are adding *Bonus Years of Life*... that "the best of life is yet to be" and well worth planning for.

As a contribution to the nation's health, the State of New York has completed the new \$8,500,000 Spa development at Saratoga. Utilizing the health-giving properties of the famous, naturally carbonated, naturally mineralized (non-sulphurous) waters\*, it is the first real Spa in America.

Now, the latest knowledge of hydrotherapeutic science... modern drinking and bathing cures... the benefits of Continental-type water-cures are

available in this country — at a fraction of the expense of going abroad.

Specialized hydrotherapeutic treatments are provided for cardiac and circulatory conditions, gastrointestinal disorders, rheumatoid distresses and the neurasthenias. Slimming cures that are as delightful as they are effective. Restoration cures that give quick, lasting relief to tired, nervous, run-down bodies. Recreational and social advantages amid a scenic, historic setting that fulfills the traditions of centuries-old spas.

Plan now to recapture the joy of living... store up *Bonus Years of Life* — this enjoyable way.

New illustrated Spa booklet, including rates and information regarding hotels and pension-type boarding houses sent upon request. Address Saratoga Spa, 602 Saratoga Springs, New York.



THE NEW  
SARATOGA SPA

THE SPA THAT WAS *Inevitable*

\*Three—Geyser (antacid), Hathorn (cathartic), and Coesa (for gall bladder conditions)—are bottled by the State. Available at better grocery and drug stores.





SUNRISE  
SUNSET  
PLUM RED  
MAROON  
PEACH  
BLUSH  
ACORN

## TOWN AND COUNTRY FINGER TIPS

● Wherever she goes, the smart woman is groomed to her finger-tips with the correct shade of La Cross Creme Nail Polish—the prestige polish that looks better and lasts longer.

**La Cross**  
NEWARK, N. J.  
**CREME NAIL POLISH**

● ASK YOUR MANICURIST to apply this marvelous polish in these smart new shades for a test, or buy a regular-size bottle (50 cents) and try it on our money-back guarantee.



**TO INSURE SPOTLESSLY CLEAN WHITE SHOES THIS SEASON—USE KELLY WHITES**

**CHAINLIGHTNING**  
For Fine Kid and Calf Shoes  
Preferred by discriminating folks for over 30 years . . . a significant fact to those who demand the utmost in footwear appearance.  
Made without a drop of water—but with a combination of gentle dry-cleaning fluids, finest white pigments and expensive Carnauba waxes, CHAINLIGHTNING removes every vestige of soil and polishes to a brilliant waterproof, dustproof lustre.

**WHITERIGHTOFF**  
For Buck, Suede and Fabric Shoes  
This famous cake in the opal jar cares for Nappy leathers in an entirely different manner than ordinary cleaners. It cleans every tiny fibre of the nap, preserves all its original beauty . . . keeps shoes just as velvety as when first worn. Equally excellent for fabric shoes.

**POCKET PAK**  
For a quick touch-up of buck, suede or fabric shoes this Waterproof cleaner is unequalled. Its beautiful case of genuine grain leather comes in assorted colors to harmonize with any ensemble.

Obtain these quality accessories at your shoe store or shoe repair shop. Kelly Dressings are never found in Drug or Chain Stores.

GEO. J. KELLY, INC., LYNN, MASS.

**KELLY'S  
WHITE DRESSINGS**

## BETWEEN YOU AND YOUR DRESS



The less worn the better. Here's effortless control and plenty of breathing-space in a brief fitted pantie and brassière by Van Raalte. Of lace with "Lastex" and Milanex; the bandeau fastening smoothly at the side. Tea-rose or white; Lord and Taylor



Below: Vanity Fair's "Sheer Vanities" are the airiest nothings, of pure silk with a gossamer weave. Bands woven with "Lastex" hold them down to earth. The net-lined bandeau matches the fitted briefs. In tea-rose, blue, beige, or white. At James McCreery



Above: here's the slip for your backless tennis dresses. It's also a good evening slip, when you don't need length. This is the Rhythm Day-timer, tailored by Patricia. It has a sun panel, across the front, and a trim, effective bandeau cut. Find this slip in white silk crêpe, at Best

Above, right: with the "Sylfit," you need little else under a summer dress. This slip is tailored in satin, with a beautifully fitted double top that takes the place of a brassière. In white, or tea-rose; also in navy-blue or black to wear under sheer dresses. At Stern



Insure  
your arms  
and legs  
against  
unsightly  
hair  
with

**Bellin's Wonderstoen**  
Dry-Method

Show the searching summer sun your lovely arms and legs, smooth, clear and absolutely hair-free. WONDERSTOEN Dry-Method erases every trace of HYPERTRICHOSIS (Needless Hair) instantly and also smooths and refines the pores that often make the fairest skin unpleasant to touch. Because WONDERSTOEN is absolutely odorless and requires no preparation, no after-codding, it may be used anywhere, any time. Dermatologists and skin specialists have recommended WONDERSTOEN since 1907 as a safe, logical way to erase hair. WONDERSTOEN lasts months and months. DeLuxe size for arms and legs \$3.00. There is a Facial size for chin, cheeks and upper lip \$1.25. Would you like our Booklet? Your drug or department store has WONDERSTOEN or we will send it. Dept V.

**BELLIN'S WONDERSTOEN CO.**  
1140 BROADWAY • NEW YORK

## How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

### Prices of Vogue Patterns

510	. . . . .	\$2.00
511	. . . . .	2.00
513	. . . . .	2.00
S-3989	. . . . .	1.00
S-3990	. . . . .	1.00
7729	. . . . .	.75
7733	. . . . .	.60
7741	. . . . .	.40
7742	. . . . .	.30
7744	. . . . .	.60
7748	. . . . .	.50
7750	. . . . .	.50





—in fact you will hear *no* noises—auto horns, fire sirens, midnight parties, the neighbors' radios, snoring, early morning ash cans or milk bottles—the moment you insert **FLENTS** into your ears—hygienic, scientifically prepared ear stopples of cotton and wax. Helpful in seasickness. Have brought relief to tens of thousands. Recommended by doctors. Absolutely harmless — comfortable and instantly removable.

### FLENTS

ANTI-NOISE EAR STOPPLES  
On the market since 1927

Large Box—Month's Supply \$1.00



At druggists, department stores, or  
write direct to Dept. V

**FLENTS PRODUCTS CO., INC.**  
103 PARK AVENUE, NEW YORK CITY

## FASHION

*in its relation to*

## SEWING

... that is the essence of Vogue Pattern Book's editorial policy. Every two months this colourful magazine brings you the newest Vogue Designs, interesting fabrics, ingenious suggestions for wardrobe planning. To create clothes which have "a Vogue look", use Vogue Pattern Book regularly.

**Save 60c by**  
**SENDING \$1.50**

The single-issue price is 35 cents, so the yearly subscription rate of \$1.50 saves you a cool 60 cents

THE CONDÉ NAST PUBLICATIONS, INC.  
GREENWICH, CONN.

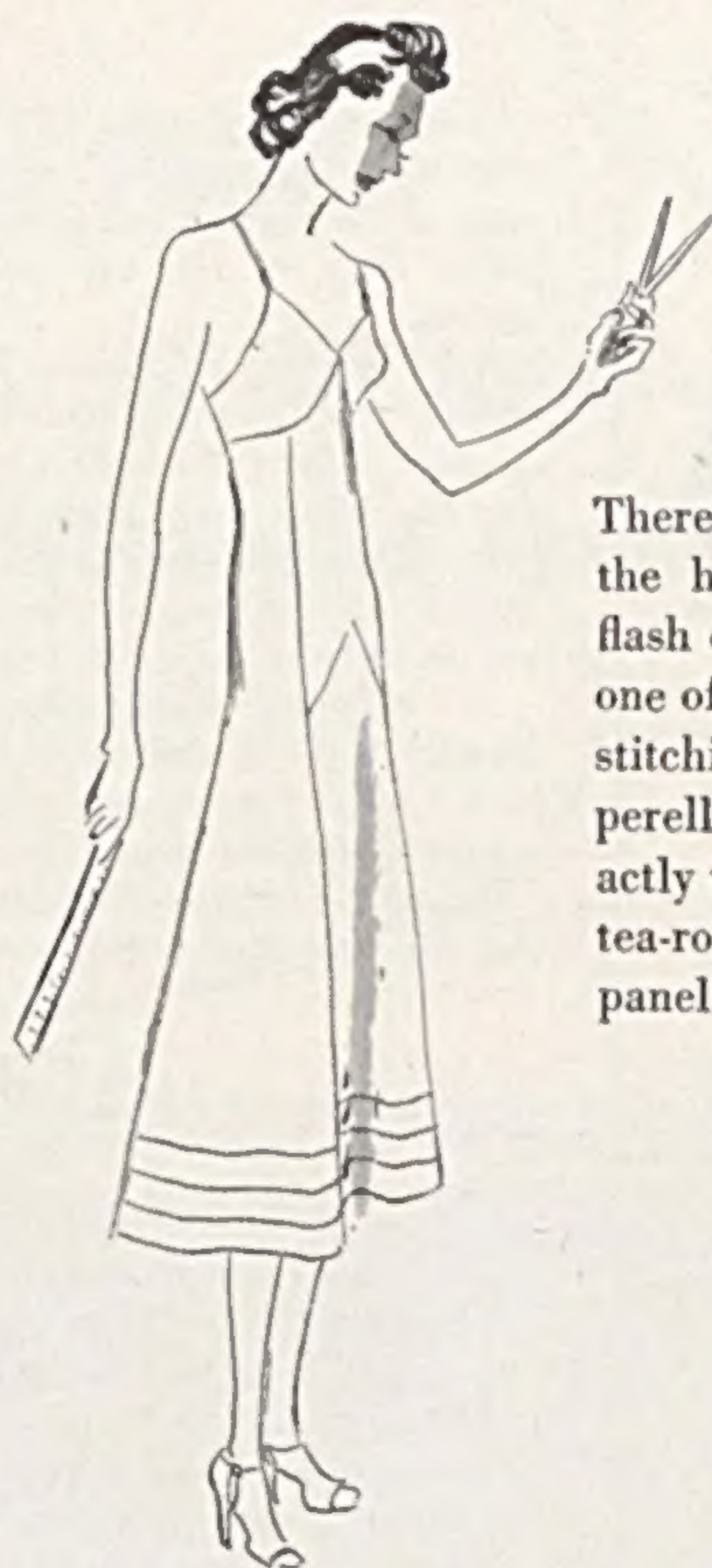
I am enclosing \$1.50 for one year (six issues) of Vogue Pattern Book.

NAME.....

ADDRESS.....

V.M. 6-15-37

## SHORT CUTS TO COOLNESS



There's never a gap between the hem and this slip.... A flash of the shears along any one of the three rows of hem-stitching, and the Lady Pepperell rayon slip takes on exactly the length you want. In tea-rose or white, with a sun panel in front; at Gimbel's

Striped shorts, by Kayser, adopted from the men's, and very chic for sports. They have a fresh and casual appeal. Of silk-and-rayon tricot, very supple and sheer, with a bandeau to match. Cool white stripes on peach-blush or blue; at Franklin Simon's



Far left: if you're off to a dude ranch, take along Munsingwear's "Ponies" to wear under jeans. They're of lightweight rayon-and-cotton, shaped to give a slick, smooth line. The shirt is long and clinging, the panties brief. In tea-rose; at James McCreery

Left, "Slimtites" are perfect to wear under slacks or shorts—or under a skirt on your barelegged days. This pantie-girdle is of lace with "Lasetex"; and has a firm front panel of Bemberg. In tea-rose or white—sleek as a seal. Find these at Bloomingdale

# BEAUTY

## Bouquet



Bouquet by Helena Rubinstein is the bright new beauty note for summer. The fascinating bouquet of her perfume, her eau de toilette and body sachet. Bouquet that suggests the charm of a sun-steeped summer afternoon, the delicate subtlety of mid-summer night. Bouquet that brings you all the freshness and fragrance of summer itself.

### TOWN AND COUNTRY PERFUME

The tantalizing bouquet of Town will add the final touch of chic to your smartest summer costumes. The bouquet of Country—fresh, invigorating, redolent of hill-side blossoms. Town, 7.50. Country, 7.50. The set, 15.00.

### TOWN AND COUNTRY EAU DE TOILETTE

Refreshing bouquet... a variation of Town and Country Perfumes in slim candlestick bottles. Town, 4.25. Country, 4.25.

### TOWN AND COUNTRY BODY SACHET

Bouquet of Town Perfume or Country Perfume found in Helena Rubinstein's orchid-smooth body powder. Flesh-tone. Each, with luxurious swansdown puff, 3.00.

At Helena Rubinstein Salons and smart stores.

Copr. by Helena Rubinstein, Inc., 1937

**Helena Rubinstein**  
715 FIFTH AVENUE • NEW YORK



## FUTURE INDICATIVES

(Continued from page 47) the kind that were embroidered on sofa cushions, are appearing on lapels, shoulder yokes, and on the tops of evening gloves.

**JABOTS AND BOAS.** Two more swipes from the dawn of the twentieth century. Jabots that frill out from under the chin, even high neck yokes that mount half-way up to the ears. And on one mannequin's neck—a wily boa of twisted velvet and taffeta.

**WATTEAU BACKS.** Another new evening line of Alix is the Watteau back—fulness that seems to hang from a cord suspended below the waist.

**DAY JACKETS.** Two day jackets that may put their impression on com-

ing fashions are these: Schiaparelli's finger-tip length jacket that is pencil-straight and buttoned straight up the front. And Alix's finger-tip jacket that is also buttoned up the front, but, instead of being straight, is slightly fitted. These longer jackets hark definitely back to pre-War days.

**BLACK AND WHITE.** Paquin's devotion to black and white—black velvet and white organdie, black taffeta and white lace—throws new emphasis on this famous team.

**NEW COLOURS.** "Shocking" pink, sweet-potato yellow, hibiscus, spun-sugar white, cinnamon, and prints incorporating vegetables, rabbits, roses, and blackamoors.

## LONDON PARTIES

(Continued from page 55)

*At the Diplomats' Parties....* The diplomats, urged by rival ambitions, have contributed to the festivities some of the most splendid affairs of all. Ambassador and handsome Frau von Ribbentrop dined the Kents one night to celebrate the opening of London's largest suite of ballrooms, effected by knocking together several of George Fourth's Regency houses.

The Austrians, just to show that there is no social *Anschluss*, threw a rival party in Belgrave Square with Tauber to sing.

The French are giving the most overpowering party of all, with live powdered footmen, dressed as in Thackeray's time, lining our steepest staircase, the (bachelor) Ambassador receiving in the first anteroom. A famous cellar, the best of chefs, the treasures from the Garde-Meuble, and an enormous ballroom and suite of supper-rooms assure his success as a host.

The Poles are concentrating on much smaller, more numerous, and choice dinner-parties of thirty, with national dishes discreetly introduced, and, later, a future Chopin at the keyboard—his extreme *pianissimi* punctured by the traffic sounds from Portland Place.

Even the (Valencia) Spaniards are keeping the flag flying in Belgrave Square and giving large luncheons. Personally so popular, Count Dino Grandi and his beautiful wife observe the social code and ignore the obvious official coolness.

The Japanese, the Scandinavians, the Brazilians—Madame Regis de Oliveira is wife of the dean of the Diplomatic Corps and the most chic of the ambassadresses—the Argentine and the Greeks and countless others are all three-party deep. Lovely Princess Ingrid had a party given for her. And the van Swinderens, a sweet couple, gave a very distinguished affair for Princess Juliana who had moved to their Portman Square legation from Buckingham Palace.

The least exotic, the most cheerful have been the luncheons at the American Embassy....

*At Other Parties....* Though Lady Fitzwilliam is giving her ball for her debutante granddaughter at the Dorchester, private houses are generally used—borrowed if necessary—and there are two

or three empty houses which can be hired. Dances vary from Lady Violet Astor's lovely ball on June 8 in her original Regency house with flowers from Hever Castle and a splendid mixture of the ages, to ordinary boy-and-girl coming-outs. Lady Kemsley, who is French and does everything with great taste, has a very smart affair in (Georgian) Chandos House for foreign visitors, with a Hungarian band. Lady Zia Wernher's ball for her daughters will be lovely if it is a fine night, and there are American mothers like Mrs. Leveson-Gower (Constance Toulmin) who will exhibit their national flair as hostesses....

*At the Balls in Aid of....* That social Cinderella, the Charity Ball, has this year reached occasional splendour, as at the eighty-year-old Caledonian Ball, when two thousand saw the Scottish duchesses dancing elaborately rehearsed reels. And Queen Charlotte's Birthday Ball, usually called the Debs' Ball, a revival of an eighteenth-century custom, when the Duchess of Kent cut a giant cake brought in by two hundred and fifty debutantes in white.

At least two charity balls are scheduled for each night until late July. There are hardy annuals like Lady Milbanke's very smart Derby Ball, where there is always a strong contingent of well-known Americans. There is to be a repetition of last year's Ball-in-the-Zoo in July when Lady Howard de Walden and the Duchess of Buccleuch head an outdoor affair.

*At Covent Garden....* First nights at Covent Garden still offer a public integration of London's social scene, but it is suffering from the competition of so much private entertaining. Though fully subscribed, there are empty seats. The King and Queen—she is much more musical than Queen Mary—have taken the Royal Box. There is still an incomparable glamour as the high lights dim, the boxes, a legacy of authentic eighteenth-century tradition, darken, the jewels fade, conversation hushes, and the lovely faces withdraw into mystery. The great crimson curtain rises—it took three seamstresses three days to stitch on the vast new C R VI. in place of last year's new E R VIII....

IF ONLY I KNEW OF SOME REALLY SAFE DEODORANT.

TRY NONSPI, DARLING. I KNOW IT'S SAFE, AND IT SAVES YOUR CLOTHES.

**HOW WOMEN TALK**  
ABOUT SAFETY IN DEODORANTS

It's "something to talk about" to your friends when you first discover that Nonspi spares you from under-arm irritation, spares your clothes from perspiration damage, and one application affords complete protection for two to five days. In drug and department stores everywhere. Nonspi is 35¢ and 60¢. Slightly more in Canada. Try it—today.

**Safe NONSPI**

Pronounced "Non-spy"... Means "The Safe Deodorant"

**NONSPI OFFERS YOU THESE FOUR ESSENTIALS OF PERFECT PROTECTION AGAINST UNDER-ARM MOISTURE.**

1. Nonspi has been pronounced entirely safe by highest medical authority.
2. Nonspi may be used full strength by women whose delicate skin forces them to use deodorants half-strength, with only half-way results.
3. Nonspi protection lasts from two to five days...and you can depend on it.
4. Nonspi's siphon-top bottle prevents contamination. And there's no dripping or waste with this patented Nonspi applicator.

## LEARN TO BE Charming



© M. W.

*Margery Wilson*

America's authority on Charm. Personal adviser to eminent women in all walks of life.

## Distinguished Tributes

**RUTH CHATTERTON** writes: "Margery Wilson's Charm is all that the title implies and more."

**MARY PICKFORD** writes: "You are dealing with a subject close to every woman's heart and you have handled it delightfully."

**NORMA SHEARER** writes: "To capture the elusive spirit of Charm and analyze it for personal cultivation, as you have done, is indeed a boon to all who wish to enhance their power."

## THE NEW CHARM TEST

SENT TO YOU WITHOUT COST

How much charm have you? Just what impression do you make? Grade yourself with Margery Wilson's NEW "Charm Test." This self-analysis chart reveals the personal qualities by which others judge you. Miss Wilson prepared this new Charm Test because, although the principles of Charm never change, the expressions of Charm which we call manners are changing every day. The NEW "Charm Test" together with a booklet called "The Smart Point of View" will be sent to you without any cost or obligation.

## A FINISHING SCHOOL AT HOME

PERSONALIZED TRAINING

In your own home, under the sympathetic guidance of this distinguished teacher, you learn the modern art of self-expression—how to walk, how to talk, how to acquire poise and presence, how to project your personality effectively—to enhance your appeal. Through her personalized and thoroughly up-to-the-minute training by correspondence, Margery Wilson makes tangible for you the elusive elements of Charm and gives you social ease, charming manners, finish, grace—the smart point of view.

To receive the NEW "Charm-Test" and the Booklet write to:

**MARGERY WILSON**

1145 FIFTH AVENUE

15-F

NEW YORK, N. Y.



*In the 1880's*  
the real *treasure* of the *trousseau*  
was a stock of Wamsutta sheets,  
and it still is!

For generation after generation, brides have thrilled at the luxurious thought of starting housekeeping with a complete stock of Wamsutta sheets and pillow cases.

In piles as white and smooth as snow, Wamsutta *Supercal* makes the loveliest of trousseau presents . . . and the most practical because it launders so perfectly and wears so amazingly long.

You will find that the salespeople in the Wamsutta sheet departments are old hands at helping to select the right sizes and quantities. They'll be glad to advise you about all sorts of trousseau requirements, large or small, and to show you Wamsutta *Supercal* sheets and pillow cases in as many hemstitchings, colors, and styles as any bride could wish.

WAMSUTTA MILLS, NEW BEDFORD, MASSACHUSETTS  
*Since 1846 - The Finest of Cottons*



WAMSUTTA *Supercal* SHEETS

REG. U. S. PAT. OFF.



# Constance Bennett

says: "My throat  
appreciates Luckies"

"When Americans gather in Paris, Cannes or Elstree, the first question is often: 'Who's got a Lucky?' Here and abroad I prefer Luckies because my work demands that my throat be in good condition, and a light smoke helps keep it up to par. I was 'converted' to Luckies five years ago by their flavor, but found that my throat appreciates a light smoke."

*Constance Bennett*

STARRING IN HAL ROACH—MGM FEATURE COMEDY "TOPPER"

Notice how many professional men and women—lawyers, doctors, statesmen, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera prefer them. Their voices are their fortunes. Doesn't it follow

that, if Luckies are gentle on their sensitive throats, they will be gentle on your throat, too? You will appreciate the throat protection of a light smoke free of certain irritants expelled by the exclusive "Toasting" Process.

## A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH



The Finest Tobaccos—  
"The Cream of the Crop"